



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVII. NEW YORK, JUNE 29, 1904.

No. 13.

UNSOLICITED

In order to obtain and hold the universal esteem of its competitors, a business of any character must possess great merit. However, this is the case with the Woman's Magazine of St. Louis. Almost without a single exception mail-order publishers speak in the highest praise of the Woman's Magazine as a paying advertising medium, and we have heard two or three publishers make the statement that if all mail-order papers paid their advertisers as well as the Woman's Magazine they would themselves embark in the mail-order business.

♥ The above editorial appeared in the Western Monthly, Kansas City, Mo., issue dated May, 1904, and is one of the greatest—if not THE greatest complimentary, unsolicited, unpaid for editorial ever given a publication.

Note. All backcover pages of the Woman's Magazine, October 1904 to April 1905 (both months inclusive) have been sold. They have been sold to old patrons—advertisers who have used the Woman's Magazine in the past.

What is the Logical Deduction?

The Woman's Magazine

(Largest Circulation in the World)

St. Louis

World's Fair City

Missouri

**BUTTERICK
MOTTO**

**"A miss
is a s
good as
a mile."**

Unless your
advertising
space is ade-
quate, you will
miss an adver-
tising success.

No bullet without adequate powder be-
hind it will carry far enough or have force
enough to enable you to bag the game you
aim at.

There is no adequate advertising powder better than

The Butterick Trio

THE DELINEATOR, 950,000 circulation, THE DESIGNER,
250,000 and the NEW IDEA WOMAN'S MAGAZINE, 200,000
—a total of 1,400,000, at \$6.65 a line for the September
issue, which appears August 10—forms close July 10.

For further information, address

THOMAS BALMER, Advertising Manager

Butterick Building, New York

W. H. BLACK, Western Adv. Manager, 200 Monroe St., Chicago, Ill.



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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 25 1893.

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THE ADVERTISING OF A \$120,000,000 CORPORATION.

Chicago is the headquarters of the International Harvester Company of America, familiarly known as the "harvester trust." This corporation, with a capital of \$120,000,000, was formed in 1902, and embraces practically every large manufacturing concern in this distinctively American industry. Five huge plants, making the McCormick, Deering, Plano, Champion and Milwaukee harvesters, were merged in the consolidation, and with them were merged the five advertising departments. This combination brought peculiar advertising conditions. Instead of combining the five different makes of machinery under one name, each retains the name and individuality that it has won during years of competition, and the advertising of each of the five makes, while managed through one office, is kept on a separate basis. While the "trust" was formed to control prices, it is said that there has been no material advance in the cost of farm machinery to the consumer. But the consolidation abolished heavy expenses formerly incurred in fierce competitive selling. In the old days each company maintained a large staff of traveling agents, and sometimes after a farmer had ordered a certain make of mower or reaper he was led to cancel the order and take a rival make by bonuses, discounts, favorable time payments and other means, fair or foul. The "trust" has done away with this profitless expense. But each of its 50,000 local agents throughout the United States and Canada handles only one or two makes of the machinery it con-

trols. In a single town there may be five separate dealers, each handling a single make of the implements produced by the one corporation. Each dealer is supplied with advertising matter to his utmost capacity for distributing it, and helped to promote the machines he handles in competition with his four local competitors. By abolishing the traveling salesmen, however, the dealer can confidently work to sell a machine, knowing that when the contract has been signed by the farmer his customer will not be taken away from him by a powerful rival corporation.

There is nothing very spectacular about the advertising of the International Harvester Company, but a high degree of efficiency is obtained for the money spent. The present annual appropriation is said to be about \$300,000, or slightly more than was formerly spent by the five companies on separate lines. This appropriation is increasing in steady ratio, and represents a system of publicity extending all over the world, the sales of the company's products being promoted in fourteen languages.

"We aim to reach the farmer," said William A. Stiles, advertising manager, "and to reach him without wasting any energy. This is not so easy as it would seem, for only one class of mediums reach the farmer without taking in a large proportion of people in cities and towns—the agricultural papers. In an experimental way we have tried monthly magazines, daily papers, religious journals and country weeklies, with only mediocre results. Even the large lists of county weeklies have a good deal of town circulation. Just at pres-

ent we employ the agricultural press, with some large weekly newspapers like the *Atlanta Constitution*, to interest the farmer, with a few implement trade journals to keep in touch with dealers. Since the consolidation our copy in agricultural papers has been rather of a general nature, aiming only to impress the name of one of our makes of implements on the consumer, for we have had to develop a new policy in advertising. Next year, though, we shall try to print more specific arguments.

"By far the greater portion of our appropriation goes into catalogues, booklets and printed literature, all of which are distributed through local dealers. Fully seventy-five per cent of our expenditure goes to defray printing bills. In our own printing office, with twelve presses, we print more than 10,000 separate blank forms used in the company's offices and factories—more than \$100,000 worth a year. We distribute calendars by the million. Some people have got over the calendar habit, but the farmer hasn't. Last year we sent out more than 2,000,000, all of a high grade of lithography and color printing, and I am just closing a contract for next year's supply, which will aggregate 4,000,000. These calendars are special designs, of course, and cost us about \$28 a thousand on the average. Our printed matter last year came to a total of fully 150 car loads, all sent to agents. Our catalogues alone take twenty-five car loads of white paper. Then we ship enormous quantities of electrotypes to 50,000 dealers, many of whom conduct local campaigns in their home papers with our assistance. Some 75,000 cuts go out yearly, and two men are kept busy sending them.

"We publish three farm papers of our own, which are mailed from this office to names furnished by dealers. The oldest of these is the *Farmers' Advance*, which has been published regularly by the McCormick interests since 1870. It appears every other month, is printed on good paper, has handsome half-tone illustrations, and will compare with the average farm paper

in contents. It carries quite a volume of outside advertising on the back pages at \$1 the agate line, and we guarantee a circulation of 250,000 copies. *Deering's Farm Journal*, published twenty-four years by the Deering interests, also carries outside advertising at the same rate, is of much the same character, and has 250,000 circulation, guaranteed. Appearing every other month, it alternates with the *Farmers' Advance*. I believe that these two papers reach a half million farmers with only slight duplication of circulation. A third farm paper, the *Illustrated Champion*, is now in its sixth year, and has a circulation of 100,000 per issue. To edit, print and mail these three journals costs us about \$65,000 a year, but they not only reach farmers, but reach those whom our agents are working upon.

"Pocket memo books, celluloid buttons, chemical barometers, mirrors and similar novelties are purchased in 2,500,000 lots and sent to dealers, who always have something of intrinsic value to put into the farmer's wagon every time he comes to town. We also send out hundreds of large framed lithographs to hang in stores and other public places. We use great quantities of photographs of farm scenes. In our files there must be at least 2,500 negatives waiting to be used in our own journals, catalogues or literature. During the harvest season we have a staff photographer traveling continually, and many photos are sent in by dealers, agents and the managers of foreign branches.

"Agricultural implement literature looks long-winded to an advertising man in other lines, but I don't believe that we ever print more matter than the farmer will read. Even before he has concluded to buy a reaper or mower he reads everything sent him about every make, and you can't give too much detail about parts or too complicated technical illustrations. The American farmer thinks in technical machine terms, you might say, and understands the language of machinery. He is his own repair shop, in most

(Continued on page 6.)

Little Lessons in Publicity.—Lesson 41.

DECLARATION OF INDEPENDENCE

I shall represent no newspaper that cannot meet the standard herein set forth—**The Starke Standard:**

First—Must be a high-grade, family-circle, evening daily.

Second—Must be clean—free from all filthy advertisements that disgrace the columns of the majority of daily papers.

Third—Must possess the confidence and respect of its readers.

Fourth—Must be strictly independent politically. A partisan paper is not a newspaper; it's an organ.

Fifth—Must be the leading paper in its territory, both in quantity and quality of circulation and advertising.

Sixth—Must issue regularly each month a sworn detailed statement of net circulation, so as to furnish an itemized bill to each advertiser for goods delivered.

Seventh—Must put forth every possible effort to make the purchase of space in its columns good advertising investment.

Eighth—Must have only one rate and one condition for a certain service—so that there can be no discrimination, no favoritism, no humbug of any kind.

The following selected list meets all the above conditions, and is unequaled and unapproached by any list of evening dailies:

THE WASHINGTON STAR

THE BALTIMORE NEWS

THE INDIANAPOLIS NEWS

THE MONTREAL STAR

THE MINNEAPOLIS JOURNAL

For the sale of any given article, high-priced, low-priced or medium-priced, the above papers should be included in your appropriation every time. Each is the recognized leader in its respective city. Follow the leaders and you will win. For further information write for copy of "Starke's Silent Salesmen," "Speech to Local Merchants," "Daily Newspaper Space as an Investment," or "Publicity for Profit," any one of which will be sent for two-cent stamp.

N. LEE STARKE,

**Tribune Building
New York**

Manager General Advertising,

**Tribune Building
Chicago**

cases, and wants to know all about construction.

"The International Harvester Company is not advertised at all as a corporation. The name appears on all literature, but each piece of matter that goes out, every electrotype and novelty, is designed to promote the sales of one of our five different makes. Some care must be used to maintain an impartial attitude, you can readily see, but we make a rule of preparing every piece of matter so that it is enthusiastic, honest advertising for the machine it is designed to promote. Then it goes into the hands of the dealer, and he has full liberty to do his best for the machines he handles.

"About ninety per cent of the harvesting machine trade of the United States and Canada is conducted by the International Harvester Company. We have a large separate manufacturing plant at Hamilton, Ont., and our machines represent all the names that have been identified with the invention and development of harvesting implements. There is a season in this industry when promotion is carried on very actively—from January until the beginning of the harvest. Practically all our machines are sold on time payments. The farmer secures a machine and gives his notes to the company at the legal rate of interest prevailing in his State. This is never below five per cent, and in some Western States is as high as eight. If he has a crop failure and cannot meet his payments the company requires only the interest for that year, finding it profitable to carry his paper until he is in easy circumstances."

The company's foreign advertising is in charge of Frank M. Magill, assistant advertising manager. Mr. Magill supervises the publication of catalogues and literature in the English, French, German, Spanish, Italian, Polish, Bohemian, Swedish, Danish, Norwegian, Hungarian, Russian, Lettish and Finnish languages. As readers of *PRINTERS' INK* probably know, the agricultural implement interests have been very active in the

"American invasion." The organization built up for foreign promotion and selling is now all embraced in the International Harvester Company.

"Chicago offers excellent facilities for the translation and printing of advertising matter in foreign languages," said Mr. Magill, "and all our foreign copy is written here with the exception of that in German, Russian, French and Polish, which comes to us through our European agents. Our literature is so technical in character that translations can only be entrusted to men thoroughly infused with the mechanism of our machines, and they must also have an exact knowledge of the intelligence and ways of thinking of the farmers in the country where the literature is to be distributed. Some time ago *PRINTERS' INK* published the protest of a German implement agent, who refused to put out a colored poster showing a reaper drawn by tigers and driven by the Goddess of Liberty. He explained that tigers were not used for draught purposes in Germany, and that while women worked in the fields they were more modestly garbed. The conscientious German farmer would never understand that kind of poster. In Mexico, too, the peon will never hitch up to a new machine until his priest has blessed it. There are customs of this sort in every country in the world. Technical translations often produce surprising statements when made by writers who have no technical knowledge. I recall one instance in which the word 'pitman' was rendered 'the man in the pit' in French. Almost none of the foreign people we reach through advertising have the American farmer's quick mechanical comprehension, so things must be made very plain. For example, we send out to the Northwestern portion of the United States a great deal of literature in German and the Scandinavian tongues. This is entirely different from that sent to Germany and Scandinavia, for it is made more technical—more like our literature for the Yankee farmer. The emigrant very quickly learns our ways of thinking. But

this matter would never do for Germany or Scandinavia.

"We make a rule of sending abroad nothing but highly colored matter. Our catalogue here may be printed in one color, but when translated for foreign distribution it is in at least three, and very bright at that. We do not send many calendars abroad, but large lithographed posters instead. These are in great demand in South America, where they are freely displayed in railway stations and other places. In many countries where our sales are still small, as in Palestine and India, we have not got to the point of preparing special literature in the native languages. But we send these posters, bearing simply a plain illustration and the name of a machine—no description. They produce most tangible results. Much of the farm machinery bought in India, Egypt, Manchuria, etc., is purchased by Englishmen or Russians, and we reach them with literature in those tongues. Russia leads the world in the purchase of American farm implements, and is closely followed by France. Germany is not far behind the latter, and then come Great Britain and Hungary. South America has produced a large trade, particularly in heading machinery. Some of our exporters say that Germany is a strong competitor in South America, but we easily lead in the sale of agricultural implements down there. The Germans have copied some of our old models, but as a rule we deliver more quickly, have the advantage in prices, and protect our later models by means of foreign patents. Perhaps the weightiest competitor of the International Harvester Company is the Massey-Harris Company, of Canada. This concern sells a good deal of Canadian machinery in Australia and New Zealand. Trade in South Africa is now showing gratifying growth, and in many small, remote countries there are evident the germs of a great future trade. As fast as these small beginnings develop into a healthy demand we prepare special advertising matter in the required languages.

JAS H. COLLINS.

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

THE

Toronto Daily Star

Canada's Leading Afternoon Paper.

The Brooklyn *Eagle* has compiled some interesting advertising averages for the year 1903, the figures representing the number of square lines of advertising published in the leading dailies during the twelvemonth. THE TORONTO STAR is not included in the *Eagle's* list, although it is entitled to be there. If THE STAR were quoted it would have a good position, as follows:

First 5 New York papers, 6 days
(Sunday omitted).

Brooklyn Eagle	5,063,345 lines.
New York Herald	4,487,945 "
New York World	4,300,884 "
New York Times	4,214,167 "
Toronto STAR	2,970,680 "
New York Journal	3,212,106 "

First 5 New York evening papers, 6 days.	
Brooklyn Eagle	5,063,345 lines.
Toronto STAR	2,970,680 "
New York Journal	3,212,106 "
New York Telegram	3,000,883 "
New York World	3,000,183 "
New York Mail and Express	2,717,213 "

THE STAR carries more general advertising than any other paper in Toronto.

THE STAR's average daily sworn circulation for May, 1904, was 30,670.

The Chas. T. Logan Special Agency,
Tribune Buildings,
NEW YORK AND CHICAGO.

A FAMOUS PHILADELPHIA DRUGGIST.

By John H. Sinberg.

In Philadelphia the slogan "Get It at Evans's" is familiar to every man, woman and child, and it is not exaggerating in the least to state that Evans's drug stores are better known than any other drug store in the city.

The reason?

That little word "advertising." Evans advertises more than all the rest of the Philadelphia drug stores combined. He advertises extensively; he advertises regularly; he advertises attractively, and he always has something interesting to offer in his advertising.

The other day there appeared in nearly all Philadelphia papers an unusually large Evans advertisement—one measuring about 200 lines across three columns. This was his birthday advertisement, commemorative of his coming of age, for though Evans is by far the best known druggist in Philadelphia, he has only been in business twenty-one years.

This advertisement was replete with interesting reminiscences, and from it we glean some of the following instructive information.

In May, 1883, George B. Evans started in the front part of the first floor of 1104 Chestnut street, with three people—Mr. Evans, a clerk and an errand boy. The stock and capital were exceedingly small, but Mr. Evans possessed plenty of determination. Here is how he tells it:

"Much of our business is made up of small things, which are sold grudgingly, or not at all, by drug stores and other stores—they are so much trouble to sell and there is so little money in them.

We started in just the other way—selling exactly what people want at low prices, with good manners, promptness, and absolute fairness. The poor man's dime is worth exactly one-tenth of the rich man's dollar. Everybody has a right to his money's-worth the best service and perfect courtesy. He gets them here, and that has built up

our business—the largest of its kind in the world.

In '83 we had a little bit of a store. Now we have five stores and a laboratory—forty or fifty times as much. Last year we did about a hundred times as much business as we did in '83.

In '83 there were three of us—firm and all. Now we are about five hundred.

Now we have about 15,000 different drugs; 3,500 patent medicines; 700 soaps; 500 perfumes; 300 housekeepers' helps; 1,000 sick-room helps; 2,000 toilet articles; 1,000 toilet tools; over 5,000 different gifts in stationery, silver, leather, china, bisque, ivory, glass, brass, bronze, pictures, etc.; a few hundred cutlery things; 200 candies; 100 sodas and mineral waters.

We put up more prescriptions each day than most stores do in a month. We don't try to save money on prescriptions. No drug is too good to use and no man is too good to compound it. We have forty prescription clerks, each one competent to run a drug store."

The Evans drug stores are located as follows: 1104-1106 Chestnut street, 1012 Market street, 8th & Arch streets, 17th & Chestnut streets, 2330 N. Front street. Laboratory: 10th & Spring streets.

The advertising of all of George B. Evans's stores is handled by Powers, Armstrong and Hanson.

THE FEARFUL, WONDERFUL PERIODICALS IN THE BARBER-SHOP.

In the mind of the average proprietor of a barber shop, there seems to be a fixed opinion that only the evil-minded come to be barbered. As an example, look at the sort of literature the barber—in the vast number of cases a respectable man, a man of family, offers you. He, by the way, is never seen reading the *Police Gazette*, a delectable weekly, printed on paper which blushes violently for the pictures it holds, but he sometimes makes the mistake of offering it to his patrons. It generally contains portraits of fat females engaged in drinking at some "fashionable resort," or equally impossible creatures on an impossible coast, labelled, "Fifth Avenue Belles Bathing at Coney Island." Now, this publication may be intended to give a horror of vice, because if sin loses its attractions it is in the atrocious delineations of such papers. Why is it, and other prints equally as vulgar, offered to us?—*The Republic, Boston.*

PHILADELPHIA, Pa., June 29.— since 1896 from 33,625 to 144,375 copies. This city has witnessed in the past few years one of the most remarkable newspaper successes in the history of the profession. The Philadelphia Evening Bulletin, that sterling, progressive, wide-awake daily, has grown in actual daily average as follows:

	1903.	1904.
January.....	129,173	159,377 copies
February....	140,056	186,890 "
March.....	146,774	183,837 "
April.....	146,597	182,679 "
May.....	139,877	179,543 "

Average for five months in 1903, 140,595 copies.

Average for five months in 1904, 178,465 copies.

Average daily increase, 37,870 copies.

The ratings granted The Evening Bulletin for the past eight years are as follows:

1896	33,625 copies
1897	59,281 "
*1898	113,973 "
1899	112,970 "
1900	124,855 "
1901	130,084 "
1902	130,439 "
1903	144,375 "
1904 (1st 5 months).....	178,465 "

* Spanish-American war.

These figures are absolutely guaranteed by the publishers of the American Newspaper Directory, with a forfeit of \$100.00 to the first person who successfully controverts their accuracy.

The Bulletin's circulation figures include only the copies taken and paid for. Exchanges, copies used by employees, and all copies damaged or returned as unsold are

omitted from the figures of the stated circulation. The Bulletin has made this tremendous growth through pure worth as a newspaper. It is run on a conservative business basis and has been made of value to advertisers by catering to the best class of readers. It is a typical home newspaper, going daily into more Philadelphia homes than any other newspaper and having the largest city circulation.

AN ADVERTISING ANTIQUE.

Among the small ads that have been running continuously in the press of this country for more years than anybody can remember is this little one of Blair's Pills, with its curious little old man. Even the American agents of the remedy, H. Planten & Son, cannot say when it began to appear.

"We became agents in the United States for Blair's Pills in 1871," said H. Rolff Planten recently, "and have printed the ad continuously for a third of a century almost as it stands to-day.



But before our time there was another American agent, and I should not wonder if the ad has appeared as long as the little bandmen of Lyon & Healy, Chicago, which has been in use forty years. The little old man has been a figure in English periodicals for a much longer time. Blair's Pills have been on the market over there nearly a full century, I believe. The pills themselves are an old-fashioned remedy, still made by hand and rolled in powder like the boluses taken by our grandfathers. Their sale in both countries is extensive, and if testimonial advertising were in our line we could publish recommendations from many prominent men who have found them grateful in counteracting the effects of good living. The owners of this remedy are Prout & Harsant, of London. The elder Mr. Prout, who died some ten years ago, was an enthusiast in scientific agriculture, and one of the first men in England to advocate the use of phosphate fertilizers.

"The crooked little old man is a trademark. The pills have never been advertised with any other copy than that now printed, to my knowledge, and the ad has never measured more than nine lines agate. The advertising appropriation during all these years has been extremely modest, for Prout & Harsant are a very conservative

house, and not given to splurging. In the United States our appropriation has varied from \$2,000 to \$5,000 a year—never more than the latter amount. In England it has been about the same, so that the whole expenditure in both countries the past thirty years would probably not exceed \$100,000. In Great Britain the ad has appeared in daily papers to a certain extent, but the chief dependence has been placed in religious papers. In this country we have used dailies, weeklies, monthly magazines and religious papers. The religious press carries the bulk of the advertising now, and we find that it brings us better returns than any class of mediums we have ever used. I think people read the religious journals more thoroughly than other mediums. At present the ad is also running in a list of daily and weekly newspapers in New England, as well as in some of the magazines. It appears regularly in *Harper's Weekly*. The monthly magazines paid well formerly, but since the marvelous increase in their advertising sections we find the little old man has a tendency to get lost. The remedy is rather high-priced in comparison with other proprietaries for the same ills, selling at fifty cents and a dollar, and appeals mainly to those who have made it an old standby. There is no question that Blair's Pills have made a large fortune for the owners. Years ago they had several other remedies, but all have been dropped."

The office of H. Planten & Son at 224 William street, New York, is in an old residence that still hold its own among the surrounding skyscrapers, with a little garden plot in front of the old-fashioned door. The firm has been there many years. It was established in 1836, when the founder of the house made the first gelatine capsules manufactured in this country. The firm is said to be the foremost house in this trade to-day. Blair's Pills and several other old-time remedies have been taken on from time to time as side lines.

When a man's objection suits you, you call him conservative; otherwise he is a kicker.—*Washington Democrat*.

First Talk to Manufacturers.

Many manufacturers, who have for years considered advertising an impending thing, now stand on the brink, hesitating to take the next step for fear it will revolutionize their business. This upheaval in business methods is perhaps the necessary surgical operation, and may be essential to the future health, growth and prosperity of that business.

The force of advertising as a business lever is apparent everywhere, and as a force it grows steadily in power. Every one realizes what it does for his neighbor, but many have not yet been shown logically and convincingly its application to their own business.

Business conditions are changing. Old methods upon which profitable trade was built are no longer adequate. The jobber is only interested in what he has a demand for. The dealer will only push things that are asked for. The consumer is the one upon whom to exert all the powers of salesmanship. The trade-marking of goods, and the appeal to the consumer, all make for a growth of trade, and a permanency of that trade.

Each succeeding month shows the exploitation by advertising of goods never before considered advertisable. Novelties are no longer the only things to be considered. Staples of high quality, which can be sold at a fair valuation and can be asked for by name, are rapidly coming to the front. The consumer can only be reached by advertising, and the consumer is interested in and responds readily to that form of salesmanship appearing in his or her favorite magazine. People buy what they know about. When they ask for an article by name it saves time, argument and close examination. Men never did like to shop. Women are growing to like it less. The dealer sells an advertised article more quickly, more readily, and with less friction; therefore it economizes his time and makes it possible to sell more goods than when he had to show a large variety and state the merits of each.

The time is ripe to make goods, now unknown, standard goods. Advertising is a big problem, the successful solution of which requires a broad knowledge of trade, of salesmanship, of publications, as well as designing and the ability to put into type the enthusiasm and conviction that can be done in a face-to-face talk.

We are something more than mere agents for the advertiser. It is our business to study the conditions of his business, to make an advertising plan for the promotion of the sale of his goods, to place his advertising in the desirable publications to reach the kind of people he desires to interest, to attend to all the details of this work—in a word, to become his advertising department.

Our service is a personal one, our methods are practical and our theory demonstrable.

We would like to correspond with any manufacturer who feels that his goods will merit the energy necessary to make them known. The only obligation thus entailed will be a serious consideration of what we propose.

Our clients, some of the best-known manufacturing concerns in the country, are our best references, and their names will be furnished on application.

CALKINS & HOLDEN,

ST. JAMES BUILDING,

NEW YORK.



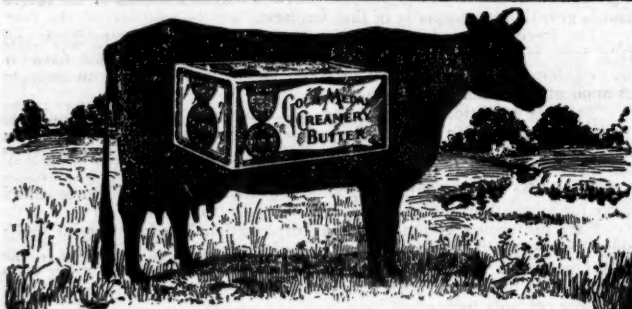
The CH Book is a personal organ in which we give our views upon the way that magazine advertising should be done. The object of this ad is not to distribute The CH Book, but we are willing to send it regularly to anybody who could be interested in and use our methods of advertising. This includes also all other printed matter about ourselves and our work.

WEEKLY AD CONTEST.

EIGHTEENTH WEEK.

In response to the weekly ad contest forty-seven advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent

should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had



In the making of Gold Medal Creamery Butter, from the pasture to the churn, and from the churn to the packing, every care is taken to ensure absolute purity and delicacy of flavor. To preserve these qualities, from the creamery to the table, every pound of Gold Medal Creamery Butter is sealed in an airtight package, which entirely excludes dust and odors. No charge for the package. Get a pound at your grocer's.

DILLON & DOUGLASS, New Haven and Hartford, Conn.

in by F. E. Bernhard, 184 Bond street, Hartford, Conn., and it appeared in the *Hartford Courant* for June 14, 1904. A coupon was mailed to Mr. Bernhard as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. Reasonable care

insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. The sender must give his own name and date of the paper in which the ad had insertion.

Rowell's American Newspaper Directory

For 1904

THIRTY-SIXTH YEAR—IS NOW READY FOR DELIVERY.

Price \$10 net cash.

Checks may be made payable to

Chas. J. Zinga, Business Manager Printers' Ink, 10 Spruce St., New York.

DAILY NEWSPAPER INVESTIGATIONS.

XIII.

BIDDEFORD, ME.

Biddeford is a thriving manufacturing city of 18,000 inhabitants. Its cotton mills are the third largest in the country. The city is located fifteen miles southwest of Portland on the Boston and Maine Railroad and the Saco River. Just across the river is the village of Saco, which has a population of about 6,000. Probably 10,000 of Biddeford's inhabitants are French-speaking people. There are two dailies published in the city, the *Record* and the *Journal*, both afternoon papers. Each sells for the same price—two cents a copy, \$6 a year.

I arrived in Biddeford in the evening, and went on the street to procure copies of the city papers. A number of boys had *Records* to sell, but I had to go to a newsstand for the *Journal*. One boy told me that *Journals* do not sell well, so he doesn't carry them. A merchant stated the next morning that the boys had given him the same explanation when he tried to buy a *Journal* on the street. A policeman said that the *Record* is the leading paper. A railroad-hand believed that the *Record* has a larger circulation than the *Journal*. A couple of workmen, evidently mill hands, were likewise of the opinion that the *Record* is the better circulated and more popular paper. At the hotel the clerk believed that the *Journal* is read about as widely as the *Record*, and a little later an elderly gentleman who appeared to be pretty well provided with worldly goods said that the *Journal* is the better paper.

Mr. Kearney, dealer in hats and shoes, uses only the *Record* for advertising purposes, and believes it is unnecessary to use the *Journal*. He stated that the *Journal* formerly was in the lead, but that the other people have hustled more of late and have taken first place.

At Hill, Verrill & Company's the "Corset Store," the *Record* is believed to bring better results among the working people of the city, while the *Journal* is of more value among people with more money, both in Biddeford and Saco.

In the drug store of J. B. Morin, the *Record* was considered the paper with the greater circulation.

The advertiser at T. L. Evans & Company, a department store, was not willing to state that one paper is better than the other for his purposes. They are both beneficial.

The Smith Dry Goods Company appeared to be the largest store in the city, and the proprietor believes that they do the largest amount of advertising. He thinks that the *Record* is reaching the bulk of the population just now, although he uses both papers. The *Journal's* rates are higher, and he considers the returns from it considerably less.

Mr. Youland, of W. E. Youland & Company's department store did not consider the circulation of the two papers

to differ much. He is rather inclined to favor the *Journal* which sets his advertisements with better display than the *Record*. His biggest returns come from a little four page French weekly, *L'Eclair*, not yet seven months old. I called on the publisher of this paper but was unable to see him.

The *Record's* average daily circulation for 1903, as shown in the American Newspaper Directory, was 2,093. The publishers told me that at present the daily run averages over 2,300. I was given permission to talk with anyone about the plant if I doubted the figures.

Mr. Prescott, publisher of the *Journal* was on the point of leaving the city when I called on him and could not tell me much about circulation in the time at his disposal. In fact, he didn't know the exact figures himself, and would have had to find out before telling me. He doesn't furnish a statement to Rowell's Directory of late years, for he believes his competitors have at times inflated their figures in order to excel his own, and that, he says, is discouraging to a publisher who is trying to be honest.

The *Journal's* patrons come from the middle and more particularly the higher classes in Biddeford and Saco. The *Record* claims to go to everybody, but it would be safer to say that it has a better circulation than the *Journal* among the city's working people, and probably also, in the middle classes. The *Journal* is much the older paper. Both have the same subscription price. If one is to use a single paper in Biddeford the *Record* should be chosen, but the *Journal's* patrons, though probably fewer in number, have quality on their side, and consequently cannot be treated lightly.

LEWISTON, ME.

The city of Lewiston is a thriving mill town of about 26,000 people, a growth of over 2,000 since 1900. Directly across the river is Auburn, the county seat, with 13,000 inhabitants, or more. Auburn's chief industry is the manufacture of shoes, while cotton cloth is the chief product of Lewiston. Besides the manufacture of cotton goods, however, there are woolen mills, bleacheries, and one shoe factory. The *Evening Journal* and the *Sun*, a morning paper, are the two dailies.

The Lewiston *Journal*. I had heard mentioned in about every place in Maine that I had visited, so I was not surprised when the clerk in the post-office told me it was the leading paper of the city. As I didn't know where the office was located, I asked a policeman to direct me to the leading paper, he pointed out the *Journal* office. Then I stopped in a drug store and asked where the *Sun* office was situated, casually remarking that I supposed it was the paper with the largest city circulation. The druggist directed me to the office, but was quite sure that the *Journal's* local circulation is larger. I inquired at a newsstand how the papers ranked, and was told that the *Journal* led, although the *Sun* is a good seller. In regard to metropolitan papers, it was difficult to find out much. The Boston morning papers reach Lewiston at noon, but which has the largest sale I

could not learn, though it is probably true *Globe*.

A clothing store proprietor who uses both papers for advertising, did not see how he could spare either. It is his belief that the *Sun* is read by the mill hands to a greater extent than is the *Journal*.

A grocer, who advertises occasionally, said that from his knowledge of the two papers, he would choose the *Journal* if he were a general advertiser, but for his use, locally, he preferred the *Sun*. For one reason, its rates are lower.

Mr. Lowe of the Atherton Furniture Company told me that fully two-thirds of his mail order business comes through *Journal* advertising. He believes it is a great paper. But for reaching Lewiston he prefers the *Sun*, as it brings better returns.

Bradford, Conant and Company have another large furniture store, and use both papers. The advertiser informed me that he could not call one paper a better medium than the other, as both were useful. On the rural delivery routes he thought the *Sun* preferable.

Oswald & Armstrong have a large dry goods store in Lewiston. Mr. Armstrong appreciated the large out-of-town circulation of the *Journal*, and on that account favored it. But on the other hand, he says that the *Sun's* advertising rates are lower, and for the money invested he believes the returns are fully as good from that paper.

Mr. Pidgeon received me at the *Journal* office, and conducted me through the plant, from top to bottom. The *Journal* occupies its own building, which was built but a few years ago. The establishment is complete, apparently in every particular, from the large Hoe press in the basement to the photographer's domain in a little structure upon the roof. It would be hard to duplicate the plant in all New England, outside of Boston.

The *Journal* has four editions daily, the first of which has to catch a train at 12.25 p. m., which leaves for the east—Brunswick, Bath, Waterville and like places. Then there are two later editions for out-of-town readers, and the last one which circulates locally, with the exception of a comparatively small number of copies which go east at 5.20 p. m. The average run for the day at present is about 7,300, and over 4,000 of these stay in Lewiston and Auburn. The others cover the western portion of Maine pretty thoroughly, with the exception of the country around Portland. On Saturday the size of the paper is increased from eight pages to thirty-two or more, and over 11,000 are circulated.

Mr. L. B. Costello is manager of the *Sun*. He had a detailed statement all ready for me, giving the circulation from August 1, 1903, to May 1, 1904, which showed a daily average of 2,921 an increase of over 100 from the 1903 figures, as given in the 1904 American Newspaper Directory. Mr. Costello stated that the *Sun* is more of a paper now than it was a few years ago, and I was ready to believe him, for it certainly carries weight with the local merchants. He estimated that about 2,000 copies remain in Lewiston and Auburn, the remainder circulating in Androscoggin county. The *Sun* claims nothing

outside of the county. I was shown the file for several weeks back, to give me an idea of the foreign advertising carried. About all of the more general advertisers were represented. While Mr. Costello doesn't claim any particular class of people as readers of the *Sun*, he believes there are a large number of working people who don't see any other paper.

There seems to be no hard feeling between the two newspaper offices; in fact, Mr. Pidgeon took me around to the *Sun* office and introduced me to Mr. Costello. The *Journal* has such a prestige throughout Maine that it has almost risen above competition. An advertiser cannot think of covering Maine without using the *Journal*. The *Sun* is well thought of in Lewiston, and I gathered from advertisers that it brings sure returns, especially from within the city. Its total circulation is considerably less than half the total issue of the *Journal* but its clientele is about three quarters as large as that of the *Journal* in the cities of Lewiston and Auburn.

HAVERHILL, MASS.

A newspaper in Haverhill has its territory pretty well marked out and circumscribed by the cities on all sides of it. Newburyport on the east, Manchester, N. H., on the north, and Lawrence on the southwest all serve to narrow down the field for a Haverhill paper. Besides, Boston is but 32 miles away, and many people would prefer even an inferior paper if it should only come from a large city.

The city of Haverhill had 37,175 population in 1900. The towns near it which are tributary to it in a business way will increase this population 15,000 or more. The great industry of the city, for which it is famous, is the manufacture of boots and shoes.

The *Evening Gazette* is the only daily in Haverhill. Others have come, lasted a while, and dropped out. That the city merchants think well of the paper was aptly shown by the appearance of the paper itself the day I was in Haverhill. About nine pages out of fourteen were given to advertising. One merchant had a full page, two had half pages, and there were several quarters. The local advertisers told me that it is the only daily in the field, that it covers the field, and therefore they use it. The *Gazette's* rates for advertising were made when the paper had 6,500 circulation and hasn't been changed, although 2,500 have been added to the circulation, so the advertisers can afford, perhaps, a large space.

The *Gazette* has no subscribers who pay at the office for their papers. The newsboys all own their own routes and buy their papers outright every day from the publishers. The only returns allowed are from newsstands outside the city. The manager told me that the circulation at present is slightly in excess of the figures for 1903, which as given in Rowell's Directory were 9,020. The *Gazette* is printed on a Potter press and seven linotypes are employed in the office. From 10 to 16 pages go into the paper daily.

I also saw while in Haverhill, Mr. W. C. Bagley, manager of the *Sunday*

Record, who stated that the circulation of his paper at present is larger than the average for 1903 which was 5,450. These figures are in the 1904 American Newspaper Directory. The *Record* and the *Boston Post* are supplied to readers at five cents, which is the price of the *Post* alone. Mr. Bagley insists that this arrangement is a greater aid to the *Post* than it is to the *Record*, as it is the *Record* that the people are after. From what I have seen of the sale of the *Sunday Post* in other places, however, I cannot quite agree with him.

Local merchants, many of them, advertise in the *Record* and believe it is money well invested.

Newsdealers in Haverhill notice an increase in the sales of the *New York World* since the *Journal* gave place to the *Boston American*. And the latter does not sell so well as the *Journal* used to. Of *Boston* papers, the *Globe* probably leads, though the *Herald* has a goodly number of regular readers.

For obtaining publicity in Haverhill the *Gazette* is the only way, and, moreover, it is a pretty sure way, for it is read by nearly everybody. As an auxiliary medium the *Sunday Record* may be found useful.

NEWBURYPORT, MASS.

A person unacquainted with Newburyport is apt to imagine it as a sleepy, picturesque New England town, proud of its historic past and looking back at its colonial traditions rather than ahead, at a hustling future. Newburyport is proud of itself and its history, but it is not sleeping. There are, it is estimated, 16,000 people living in the city at present, and there are flourishing manufacturing plants devoted to shoe making, the production of cotton goods, silverware, and electrical supplies, in addition to smaller industrial establishments. The city is thirty-six miles north of Boston, on the Boston and Maine Railroad, and *Boston* papers arrive early enough in the morning to be read at breakfast by those in the habit of doing such things. There are two local papers, the *News*, published in the afternoon, and the *Herald* which has two editions, one in the morning and one in the evening. Both are devoted mainly to local news and both sell for one cent. The *Herald*, however, has four pages, and the *News* six and more often eight.

A druggist asserted that he was sure the *News* is the leading paper in Newburyport. In addition to a large city circulation he knew that it went into the surrounding towns in large numbers. A newsdealer said "Most assuredly the *News*," when I asked him what he considered to be the leading paper. A policeman, likewise, seemed certain that the *News* carries the most weight in the community. A barber wasn't very sure of his ground,—in fact he wouldn't venture an opinion, and the hotel clerk said they both sold equally well, so far as he knew.

A shoe-dealer who uses both the *Herald* and the *News* believes that the latter brings more business, especially from the country districts around Newburyport. He always reads the *Herald* in the morning, however, and likes it.

A clothier told me that if he were

advertising a new brand of flour, or a breakfast food, he would use the *News* and wouldn't duplicate the advertising by employing the *Herald*.

In the dry-goods store of H. W. Pray & Co. I was informed that both papers contained their advertising. The advertiser said that while he did not consider the *Herald* a very "strong paper," he believed he should use both. I gathered that if there were three papers in Newburyport he would use all three, regardless of everything.

Another dry goods firm uses about the same space in each paper, but considers the *News* more valuable.

Mr. Appleton of the *Herald* stated that the circulation of his morning and evening editions went to entirely different readers. The more well-to-do men of the city see the paper in the morning before they go to their business, and then leave it for their families. The evening paper goes to the homes of the mechanics and mill-hands. From what I learned I should place the combined circulation of the two editions of the *Herald* at less than 2,000 copies. Mr. Appleton made no definite statement of circulation to me, and the editor of Rowell's Newspaper Directory never succeeds in extracting from him any information on the subject.

At the office of the *News*, Mr. James H. Higgins, one of the proprietors, told me I could see anything and everything about the place. The *News* sends in a statement of circulation yearly to the American Newspaper Directory, but for his own use, and to send to advertisers. Mr. Higgins prefers a statement of net circulation. Consequently, while this year's Directory shows an average for 1903 of 5,562, the net figures would be about 4,900. I was shown the book in which the accounts with newsboys and agents are kept, and checked the weekly account of a couple, taken at random. Then I followed them up in the cash receipts, and Mr. Higgins said if I desired he would have the boys come to the office and show me their receipts for the money they paid him for the papers.

The *News* has a circulation statement made for every month as soon as all unsold copies are returned. This statement shows the names of the towns receiving papers, the number of copies sent each, the number returned, the total number sold, and the average daily sales. The average for April, 1904, for the city of Newburyport alone, was 2,742, and the net total average for the month was 4,903. The town of Byfield has a population of less than 500 considerably, and 130 copies of the *News* are sold there.

Mr. Higgins has a commendable desire to pass the 5,000 mark, but he doesn't know how to accomplish it, as the field is covered so thoroughly. The population of the territory covered is about 36,000. A circulation, net, of 4,900 in such a field is remarkable, but it is there, and Mr. Higgins will prove it to anybody who doubts it.

The *News* has a modern plant, and is housed in its own building.

AMESBURY, MASS.

Amesbury, situated, as it is, but 42 miles from Boston, is too small a city

to have a very prosperous daily paper. Then, too, Newburyport is but five miles away, and the Newburyport News sells about 800 copies in Amesbury every evening. Although the manager of the Amesbury News was not in the city to give me an idea of his circulation, I am inclined to believe that this is more than his paper circulates within the city limits, and the outside sale is small. The lady in charge of the largest newsstand in the town told me that the Newburyport paper sells better on that stand. A policeman said that in his opinion there are more copies of the Newburyport paper sold.

The Amesbury paper has not a very large array of advertisers, and some of these use the columns of the Newburyport News besides. One of the latter told me that he believed one paper to be as good as another for his purpose. He did not believe all of the city is covered by either paper.

Another advertiser, Collins & Gale, uses the Amesbury News exclusively. He doesn't think a great deal of newspaper advertising in Amesbury, however, and believes he can get better business by using trading stamps.

A druggist, too, did not think that much good can be derived from advertising in Amesbury. He had an idea that the advertisements are not read.

Amesbury is located on a branch of the Boston and Maine Railroad, and had 9,473 population in 1900. It is a manufacturing town, cotton and woolen goods being made, and shoes, machinery and carriages. In the morning the *Post* leads the other Boston papers.

The Amesbury News has a rating in the American Newspaper Directory of "JKL," meaning an average daily circulation of less than 1,000 copies. This rating is not unjust to the paper.

NORTH ADAMS, MASS.

North Adams is essentially a manufacturing city, and for its size is one of the most progressive in the State. It seems shut in by the surrounding Berkshire Hills, but the last U. S. census gave it a population of 24,200, and it is now estimated at over 25,000 by local men. Two large print works, with their several mills, and two busy shoe manufacturing plants are the largest industries in the city, but within a few miles are a number of large woolen mills, while in Adams, five miles south, are the big Plunkett cotton mills, employing hundreds of hands. The Boston and Maine, and the Boston and Albany railroads both enter the city, and give excellent connections with the outside world. The two local daily newspapers, the *Herald* and the *Evening Transcript*, have little or no competition. Springfield, Mass., and Albany, N. Y., are the nearest cities of importance, each being about fifty miles away. Pittsfield, with about the same population as North Adams, is 20 miles to the south.

The proprietor of a leading newsstand gave his estimate of the number of papers sold in the city from outside, at about 2,000. A comparison of the figures given me at all the leading stands gave the following as the order in which the papers come in: New York

Journal, Springfield *Republican*, Boston *Globe*, Boston *Journal*, Springfield *Union*, New York *World*, New York *Herald*, New York *Sun*, Boston *Herald*, Troy *Times*, New York *Times*, New York *Press*, Troy *Press*; the New York *Journal* and the Springfield papers ranking highest, being far above the others. These out-of-town papers have practically no effect upon the circulation of the two local papers, but the list gives the general advertiser an idea of the hold they have in North Adams. The Pittsfield papers also reach this city in the early evening in very small numbers. The *Transcript* and the *Herald* both have circulations in all the surrounding towns, and the *Weekly Transcript*, published on Thursdays, reaches about 1,200 of the farmers in the surrounding mountain villages and towns. Adams, about 10,000 population; Williamstown, about 6,000 population, and the seat of Williams College, Cheshire, Readsboro, Monroe, Charlemont, Florida, Hoosac Tunnel, and a few other villages are important to both the papers. In Adams there is a small weekly published, the *Adams Freeman*, but its circulation is not large, and the daily North Adams papers cover the territory too well to admit of it becoming of much importance.

I interviewed leading business men, the proprietors of newsstands, streetcar conductors, policemen, and clerks in stores, and I was surprised to find that some of the merchants seemed to think that there was not a very great difference in the value of the two papers, but each one acknowledged that the *Transcript* had a much larger circulation, reached the best class as well as the more humble, and personally most of them preferred it to read. Yet the *Herald* gets a good share of the advertising, in fact more than it would seem it ought to have, from the point of view of its circulation. In the largest clothing store in the city, that of C. H. Cutting, the manager said he advertised in both papers, and considered it almost necessary to do so to get the best results. In the large hardware store, wholesale and retail, of Alderman & Carlisle, the manager said he advertised in the *Transcript* almost exclusively, but thought the *Herald* a much better paper now than it was before the present management took hold of it. He considered the *Transcript* the better paper in every way. A member of the firm of P. J. Boland & Co., one of the leading tailoring firms in the east, said that they advertised only in the *Transcript*. At the newsstand of F. E. Gurney 50 *Transcripts* are taken every evening to 15 or 20 *Heralds*, and the proprietor said that more often were all the *Transcripts* sold than the *Heralds*.

In the office of the *Herald* Mr. Frank Bacon, the advertising manager, said that he did not wish to make any statement whatever for the American Newspaper Directory, as their paper had a comparatively small circulation at present, and they were working it up. He gave the circulation of the *Herald* as about 2,500, but would give it no other figures. The Directory gives it an "I" rating, explained to mean exceeding 1,000 copies. It is an eight-page, seven

column daily, of good appearance, carries good local news, covering its territory well, and is sold for two cents, \$6 a year. It carries about a column and a half of classified ads, has the Publishers' Press telegraph service, was established in 1893, has a Hoe Webb perfecting press and two linotype machines, and employs about twenty of its own newsboys, besides selling to the newsdealers.

At the office of the *Transcript* Mr. A. W. Hardman, the publisher, appeared to think highly of PRINTERS' INK and the American Newspaper Directory, and has furnished detailed sworn circulation statements since 1892, and had not missed an issue of the Directory. The circulation for 1903 given by the Directory was 5,267 daily, and for the present year the average circulation has gone considerably above that mark. It is the net circulation, counting only copies sold. It was interesting to go through the books and see the steady growth which this paper has experienced since 1900, from about 3,000 copies daily to 5,800 at the present time. The *Transcript* is an 8-page, 7-column paper of excellent appearance, having an up-to-date Goss Webb perfecting press and two linotype machines. It has the Associated Press telegraph service, sells for two cents a copy, \$6 a year. It was established before the Civil War as a weekly, having a wide circulation even then. The *Transcript* carries a daily average of about 2 columns of classified advertisements, and has contracts with one or two of the largest Pittsfield stores for display space. The books show that the out-of-town circulation, daily, averages about 2,500 copies. Adams and Williamstown taking most of them. A number of the Adams and Williamstown stores have regular spaces in the *Transcript*. There are no regular out-of-town advertisements of retail stores in the *Herald*. The publisher of the *Transcript* shows plans of extensive improvements that are starting in the *Transcript* building, and when finished the building will be one of the best of its kind in the western part of the State.

The proprietor of a newsstand near one of the largest mills and weave sheds in the city said he sold 200 *Transcripts* every evening to about 50 *Heralds*. At one of the grocery stores a clerk said the *Transcript* was the best paper in the whole county for news and good reading. His store advertised every day in the *Transcript*, but not so regularly in the *Herald*. The policeman on the corner said he liked the *Herald* all right most of the while, and thought it got as much local news as the *Transcript*. A pleasant young lady in one of the leading millinery stores said they advertised quite regularly, and always in the *Transcript*, as that paper brought the best results. In one of the best drug stores in the city the manager said he advertised steadily in both papers and thought it would be poor policy to use only one. He preferred the *Transcript* to read. The clerk in another pharmacy said he always liked the *Herald* the best for local news, but thought the *Transcript* had the better telegraph service, and so he generally read them both. The circulation of the *Transcript* was much

larger, he thought. His store advertised mostly in the *Transcript*. The manager of one of the large dry goods stores said he paid about the same for his advertising in both papers, but got more for his money from the *Transcript* ads, as its circulation was much larger.

On the street the newsboys were selling both papers, as a rule, and one of the boys said he could sell two *Transcripts* to one *Herald* any night. He also sold New York Journals.

A summary of the investigations indicates that the *Transcript* is unquestionably very much the strongest paper both in point of circulation and general public appreciation, while it carries much the larger part of the advertising, both general and local. The publisher of the *Transcript* welcomed the investigation and said he hoped it would be made as thorough as possible. The editor of the *Herald* spoke well of the American Newspaper Directory, and would give all kinds of information except the actual figures of his circulation. Both papers get out large bulletins on the Main street every afternoon, and the *Transcript* also has printed small bulletins, which are distributed all over the city on neat boards, just before the paper goes to press.

From the opinion of local merchants it would seem that the general advertiser to cover North Adams fully must use both papers, but the results of the investigation seem to show that it can almost be done with the *Transcript* alone. The *Transcript* reaches more of the well-to-do class than the *Herald* by a very large margin, and it is also read by most of the laboring class, and yet there is a certain percentage of that class that reads the *Herald* very steadily. In appearance and general make-up, both the *Transcript* and the *Herald* are neat, and the news matter is exceptionally well arranged. In politics the *Transcript* is republican, the *Herald* claiming to be independent.

“Who lives in that little cottage down there by the lane?”

“There dwells the man who wrote the poem that made Beasley's shaving soap famous.”

“And who resides in the splendid mansion on yonder hill?”

“Beasley.”—*Chicago Record-Herald*.

On the letterheads of a Montana undertaker appears conspicuously the legend, “Live and Let Live.” But how can he?—*Western Druggist*.

Some men pay the printer with as much reluctance as they do the preacher.—*Omaha Trade Exhibit*.

The German Weekly
of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 145,448. Rate 35c.

ADVERTISING FOR OLD BOOKS.

Unique among the many small retail campaigns conducted in Philadelphia dailies is the advertising of Leary's Old Book Store, that city. Small single column ads appear in the leading dailies three times a week the year round, but with the exception of large Christmas announcements the Leary ads aim only to attract people with second-hand books to sell—not purchasers. Leary's has been a Philadelphia institution any time these sixty years. Second-hand books are handled on an enormous scale. The store has a "waiting

ands of volumes pass through it every year. The object of advertising is to secure the stock for which a clientele is always waiting. Leary's men will go to San Francisco or London to appraise a large library, and the student with a half-dozen last year's text-books is also wanted. Emphasis is laid in the ads on the fact that no lot is too small, and that fair prices are paid, spot cash. The campaign is not confined to Philadelphia, but extends to Wilmington, Trenton and surrounding cities where there are old families and old residences, good places to unearth books. The New York, Boston and Baltimore papers have also been tried, but gave rather discouraging results, as did the *Saturday Evening Post* when an attempt was made to attract mail business. Local advertising in little towns around Philadelphia has brought good results. Leary's is now managed by Ex-Mayor E. S. Stuart, of Philadelphia, and the advertising is written and placed by the Ireland agency, that city.

Most everybody that wants a book of any kind comes here first for it. That's why

we buy library after library, yet we never have enough books. If you have a library to dispose of, send us a card, and we will go to examine it. If you have just a few books to sell, send us the titles.

Just issued—booklet of wonderful book bargains mailed to any address free.

Books on poultry, on cows, on horses—every thing pertaining to rural life—at modest prices.

LEARY'S BOOK STORE

NINTH STREET, BELOW MARKET
OPPOSITE POST-OFFICE

list" that includes public libraries all over the United States, as well as individual buyers in every country in the world. Rare books are handled, but these form but a fraction of the business transacted. What Leary wants is standard works on every subject, particularly technical books and text-books used in colleges. These fill out library shelves and equip students. Remainders of editions closed out by publishers are bought and distributed through the store's many channels, and hundreds of thous-

GOOD ADVERTISING DEFINED BY A GOOD ADVERTISER.

Good advertising is nothing more or less than the talk of a good, first-class salesman, not to one individual, but to each individual of a mass. One kind of salesman takes his time to carefully detail the merits of the goods he has to sell and makes his talk verbally to one customer, while the same amount of energy, thought, salesman ability and convincing argument would win perhaps a thousand people if told through the columns of the newspapers.—*C. W. Post, in Fame.*

NEWSPAPER TERM.



ALL HOME PRINT.

ADVERTISING REAL ESTATE.

As this department of advertising has not been covered as broadly as its importance to the business world justifies, I feel that a few of the most successful plans of advertising, now in use in Pittsburg, would be of great benefit to the readers of PRINTERS' INK, who are interested in realty advertising.

There is in use in this city, a variety of distinctive For Sale and To Let signs, which enable the prospective customer to readily distinguish the firm or broker at a glance, regardless of the names. These signs show trade marks such as stars, horse shoes, four leaf clovers, etc., while others use a black sign with a white letter. One firm have their name painted across a white back ground in bold red letters while still another uses royal blue back ground with a white letter. You can easily see the immense amount of advertising, an agent gets from this source, as these emblems become identified with the firm and distinguishes it from its competitors.

In view of the fact that the street cars in this vicinity cover a territory inhabited by over a million people, the progressive real estate agents have been quick to note the benefit to be derived from displaying in an attractive manner their advantageous offers. One of the firms of this city is using a card which is intended to attract the newcomer to the city:

STRANGERS.

Are you looking for a home? Real Estate Trust Co., of Pittsburg, 311 4th Ave., will help you find one.

This firm is using another very attractive street car ad which reads:

LANDLORDS.

Whether you own a taxpayer or a skyscraper. Real Estate Trust Co., of Pittsburg, 311 4th Ave., can rent it better than you.

Another progress firm has adopted a plan to interest the landlords, which exhibits a unique and original idea:

MR. LANDLORD.

You get a check for your rent the first day of each month if we handle your property. Union Realty Company, Penn and Ninth. Owned

and operated by the Iron City Trust Co. Capital and surplus, \$2,500,000.

Other large companies are doing a great deal of street car advertising, as they reach all classes of people in this manner and have proved to be well worth the money spent for them, as cards cost about 2c. a piece per day, when contracted for by the year, and the cost for printing in colors is about \$22.50 per 1,000.

An idea that is being used very extensively in soliciting properties for rent is to get out a circular letter setting forth the fact that you make no charge for collecting rents, for you guarantee to save in cost of unnecessary repairs and loss by bad tenants, more than your commissions are for collecting; you also state in your letter that you attend to paying all taxes and fighting unjust assessments without extra charge. You further state that you allow the landlords all discount you get from mechanics when necessary repairs are made.

Another plan for interesting landlords is to guarantee 75 per cent of the highest market value of his property. In many cases he is not in a position to know the market price of his property and he thinks the 75 per cent or the amount you guarantee is the highest market price. You can plainly see that the broker has a margin of 25 per cent for bad tenants and an occasional vacancy. Landlords are quick to accept this generous offer as they feel it relieves them of any possible loss of rent. This plan can only be used by agents who are thoroughly familiar with the renting value of the property of which they are going to guarantee the rent, for if they are not it would be very hazardous to attempt it.

The up-to-date brokers of this vicinity are publishing a weekly rent list which contain full and accurate description and rental price of each property they may have at the time. These are gotten up in a concise manner and are greatly appreciated by the house hunter, as they enable them to find out all particulars in regard to the property without investigating

same, saving the annoyance and inconvenience of looking at a number of undesirable properties. The description of houses on these lists are placed under the headlines denoting the section of the city or suburban district according to the street in which they are located. Below I give two samples of descriptions of houses as they appear on the list:

EAST END DWELLINGS.

116 Craft Ave., between Fifth Ave. and Forbes St., 3-story brick, 12 rooms, reception hall, bath, w. c., range, hot and cold water, instantaneous water heater, both gases, electric light, cabinet mantels, tile hearths, laundry stationary tubs, furnace. \$83.33. (r580)

225 N. Craig St., near Center Ave., 3-story brick, 14 rooms, reception hall, vestibule, bath, w. c., range, hot and cold water, instantaneous water heater, both gases, electric light, cabinet mantels, tile hearths, stationary tubs, furnace, front and rear porches, lot 50x142, nice lawn. \$125. (r353)

In many cases, brokers display pictures of large office buildings, apartment houses and sometimes an attractive dwelling, and there is usually sufficient room on the list to advertise the insurance and mortgage departments. Hundreds of these lists are mailed each week to persons who are looking for properties, and a sufficient number are kept in the office for transient trade.

The newspapers are making an exceptionally low rate for their classified columns when the agent contracts for a full column each issue, thus enabling the brokers to place before the readers of the big dailies the properties they most desire to push. These column ads stand out in bold relief from the rest of the matter that appears on the same page, and reach a large number of desirable applicants.

One progressive firm is using a large streamer about 4x8 ft., in a conspicuous position on the property. On these banners have been painted in large figures the prices of the properties they are selling, also their name and address and the words "For Sale." These can be seen at considerable distance from the property, and are very "catchy" as nothing will interest a person quicker than a bargain, as many of my readers are aware.

A plan which is meeting with great success is to have a photo engraving made of the property

you wish to sell, and have same lithographed on a blotter that has one side glazed, together with description and price. These blotters are distributed broadcast to all business houses, and frequently interest people and bring in inquiries that you would not otherwise get.

A unique system which will bring many inquiries and at the same time puts your name frequently before a number of possible purchasers for different priced properties is to get out a booklet of about 5x6 inches in size, printed on a good quality of paper with an attractive colored back. This booklet contains views of several residence properties, illustrating architecture and surroundings, and gives a thorough description of them, also stating a few reasons why the properties will enhance in value. These booklets also contain, in a concise manner, statistics regarding the various industries of the city, their output, and any other information that may be of interest to the customer. On the inside covers, appear ads of the mechanics and merchants who do your repair work and furnish you supplies in connection with the rent department, such as plumbers, carpenters, plasterers, paper hangers, wall paper, lumber and coal dealers. These men readily pay for an advertisement and are glad of the privilege, as the booklets reach a class in which they are mutually interested with you. It can readily be seen that the cost of this style of advertising has been covered by the men who advertise with you, and the result is that you have practically a free ad. These booklets are gotten out every two weeks, each time advertising different properties, and are mailed to a special list of persons whom the broker feels will be interested in the property they describe.

A plan to build up a sales list that is meeting with considerable success is to distribute a neatly printed card 3x5 inches in size, which is a contract giving the broker exclusive sale of the property in writing. These cards are printed in such a manner so that the owner only needs to cancel a few words in order to give a cor-

rect description of the property he wishes to place on the market and are punched ready to file. These cards are left in each house on the street, together with a circular letter stating that you have adopted this manner of preparing a thorough and complete sales list, and desire them to return you the card giving a description of any property you may have to sell. It is easily seen that in this way you obtain a list of salable properties without personal solicitation, for people who want to sell their property will return the card properly filled out. This is good advertising because it brings your name before a great many property owners and builds up a large sales list at small cost.

The real estate business, like every other, must be advertised well and constantly to be successful. The agent who is not a firm believer in advertising can be found in the rear of the procession. There is a constant demand for novel, original and striking ideas in real estate advertising, as many brokers are using the styles of publicity that have been in use for years, for lack of better material, and the agent as well as his employees, should strive to be original in their methods if they would reach the front ranks of the business.

GLEN G. WALLACE.

FRIENDSHIP IN BUSINESS.

Once you frankly treated a man to cigars and set up the drinks, if you could get the opportunity, in order to create the necessary atmosphere of good fellowship before asking him for business. If you could make the opportunity you took him out for "a social time," entertained him with your raciest stories, and if you dared you ventured on a sly bit of flattery. But the tone of the commercial world has been raised several degrees pretty much all over the country in the last few years, and men in the same line of business as those who accepted your drinks and cigars ten years ago to-day would be insulted if you offered them such a sop in order to gain business. The standard of education and the general social tone of the commercial world have been so raised you have to know a business acquaintance a long time before you dare ask him out to dinner.

Has then the old method of gaining business through friendship fallen into disuse? Not a bit of it. It is as much in force as ever it was—even more since

competition grows fiercer and fiercer—only to-day the means of gaining patronage through favor are more subtle and require more delicate handling. To-day you must offer the business man something he cannot always buy; if you would please him give ideas that he can use in his business.

Mr. G. W. Perkins, of J. P. Morgan & Co., says that a valuable idea for his business is worth at least \$10,000. It is not every one that by minding somebody else's business can hand out an idea worth \$10,000; still it often happens that an outsider may, from his new point of view, make a suggestion that is valuable to the man who has concentrated his attention upon that business for years. And the wideawake business man of to-day is willing to take suggestions from any source; he recognizes the fact that the most valuable thing you can offer him is an idea that he can use to the improvement of his business. It makes no difference to him that the offering of any suggestion is a criticism; he is glad to learn by courteously offered criticism from any one.

Men who get business by direct solicitation as well as many others make use of this belief that an idea pertinent to a man's business is the most valuable thing they can offer him in increasing their own business. Such men deliberately study up on the other man's business. They try to get his point of view, to see what he is aiming at, his means for securing that aim, and the degree of success or failure. They think up suggestions for that man, if they can, for the purpose of getting his business. For they realize that if they can give a man the least suggestion that will help him in his business they have attracted that man's favorable attention to whatever they wish to say to him on their own account. They have not only attracted his attention, but they have earned his lasting gratitude and special confidence.

Of course, it takes great tact to tell another man how to run his own business, and here and there a man who would resent suggestions from the wisest person on earth gets on his dignity and returns nothing but sarcasm to the venturesome "suggester." But as a rule the more worth getting a man is as a customer the more wideawake he is to all ideas that are courteously and tactfully suggested, and the more grateful he is for any idea that he can act upon. Thus the old idea still holds that, to a great extent, business is obtained through special favor and friendship.—*St. Louis Star.*

Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use THE MERCHANT AND MANUFACTURER, Nashville, Tenn., as it goes direct to the country merchants throughout the middle South.

THE PATENT MEDICINE OF THE FUTURE.

Uncle Sam, through the Post-office Department, is making a fight against certain forms of medical advertising—chiefly that having to do with venereal diseases. Newspapers printing ads that are objectionable in the opinion of the Postoffice Department will be ordered to discontinue them or lose their mailing privileges. This action has been made the basis of some wise moralizing by daily papers and the medical press, and some writers hold that it is the beginning of the end for "patent" medicines of every kind. This, however, seems an extreme view. A New York druggist, who is also an advertiser of a proprietary remedy, gave PRINTERS' INK some views on the proprietary medicine business that ought to be interesting not only to the moralist, but to the "patent" medicine advertiser as well.

* * *

"This is not the first agitation against patent medicines," said the Little Schoolmaster's informant. "Just now the papers are printing editorials and articles calculated to hurt sales. The recent article in the *Ladies' Home Journal* particularly, calling attention to the percentage of alcohol in certain well-advertised tonics, may be counted upon to hurt those remedies to the extent of many thousands of dollars. But I have watched the progress of several such crusades, and find that in a few months the public forgets all about them. Then the advertising again becomes quite effective.

* * *

"The patent medicine sold to consumers will hold their own for a good many years to come, I believe. But the patent medicine of the future is the one that will be advertised only to doctors. Some of the most profitable remedies of the present time are of this class. They are called proprietary remedies. The general public never hears of them through the daily press. All their publicity is secured through the medi-

cal press, by means of the manufacturer's literature, sometimes gotten out in the shape of a medical journal, and through samples to doctors. For one physician capable of prescribing the precise medicinal agents needed by each individual patient there are at least five who prescribe these proprietaries. They are the chief standby of the country practitioner. I have a large prescription department here, with three men who are graduates of German pharmaceutical institutions. They are highly skilled. But three-fourths of all the prescriptions received are for these proprietary remedies, and the pharmacist simply opens the package and writes a label, 'A teaspoonful three times a day before meals.'

* * *

"Now, the doctor prescribes Fellows' Hypophosphites or Pepto-Mangan as a builder after an illness, or for slight debility. The original bottle is given to the patient. He sees that the remedy does him good, and when he feels a trifle run down again he goes to a drug store and buys another bottle, not troubling the doctor. He meets a friend on the street who is not looking well. 'I know exactly how you feel,' he says. 'Now, just go and buy a bottle of Pepto-Mangan. Best thing in the world. My doctor prescribed it for me, so it isn't a patent medicine.' In this way the name of the remedies advertised only to physicians get abroad to the general public, and I have no hesitancy in saying that for every bottle sent out of our prescription department we sell six over the counter without prescription. These remedies are all more or less good, understand, though some of them should be taken only under the direction of a physician. The proprietary medicine of the future, though, will be advertised through these channels. The medical papers will reap the harvest, and the physician himself, always so loud in denunciation of patent medicines, will be the most important medium of advertising at the command of the proprietary manufacturer. In fact, he is that to-day."

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded by the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.

Birmingham, Ledger. dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1902 no issue less than 1,250. In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,088. Chas. T. Logan Special Agency, N. Y.

ARKANSAS.

Fort Smith, Times, daily. In 1902 no issue less than 1,000. Actual average for August, September, October, 1903, 3,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance. wy. Actual average 1903, 4,550, four months 1904, 4,720.

CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,350. E. Katz, Sp. Ag., N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 22,542.

Redlands, Facts, daily. Daily average for 1903, 1,456. No weekly.

San Diego, San Diego Sun. Daily average for 1903, 2,737. W. H. Porterfield, pub.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Aver. for 1902, d'y 60,385, S'y 71,584 (80). Av. 1903, daily 61,034; Sunday 82,015.

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug., 1903, 2,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266.

San Jose, Pacific Tree and Vine, mo. W. G. Rohannan. Actual average, 1903, 6,185. First three months, 1904, 8,166.

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 34,725. Average for May, 1904, 47,824. Gain, 9,250.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,592.

New Haven, Evening Register, daily. Actual av. for 1903, 15,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,317.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,327, first 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,618. Gain over 1902, 415; 3 mos. 1904, 5,642.

Norwich, Bulletin, morning. Average for 1903, 4,983; first three months 1904, 5,173.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903, 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News, daily. News Publishing Co., publishers. Av. for 1903, 9,988.

DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 24,985 (60).

National Tribune, weekly. Average for 1902, 104,599. First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,398. E. Katz, Special Agent, New York.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1903, 6,610.

GEORGIA.

Atlanta, Journal, dy. Av. 1903, 28,928; May, 1904, 48,811. Semi-weekly 29,981.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1902, 20,125.3; average first six months 1904, 28,666.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640.

IDAHO.

Belle, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 2,475.

ILLINOIS.

Chicago, Citizen. Daily average 1903, 818; weekly, 1,110. April, 1904, daily, 1,177; weekly, 1,125.

Champaign, News. In 1902 no issue less than 1,100 daily and 3,400 weekly (163). First four mos. 1904, no day's issue of daily less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pubs. Actual average for 1902, 6,022.

Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation now 80,000. Aver. for last twelve months, 25,250, reaching over one-fourth of the American medical profession.



A Roll of Honor—Continued.

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,485.

Chicago, Bakers' Helper, monthly. H. R. Ullsoid. Average for 1903, 4,175 (©©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 47,880, 20 weeks ending May 15, 1904, 69,162.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (©©).

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1903, 22,500. Last 3 mos. 1903, 24,000.

Chicago, Journal Amer. Med. Assoc. W'y. av. 1903, 28,615, Jan., Feb. Mar., 1904, 30,725.

Masonic Voice-Review, mo. Average for 1902, 26,041. For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year ending July, 1902, 2,046.

Chicago, Musical Leader & Concert-Goer, w'y. Aver. year ending January 4, 13,548.

Chicago, National Harness Review, mo. Av. for 1903, 5,291. First 3 mos. 1903, 6,250.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041.

Chicago, Record-Herald. Average for 1903, daily 154,218, Sunday 191,517.

Chicago, Retailer's Journal, monthly. Actual average for 1903, 6,785.

Chicago, The Operative Miller, monthly. Actual average for 1903, 5,542.

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,275 (192). Average first six months 1903, 14,885.

Evansville, Correct English: How to Use It, mo. Actual aver. year ending March, 1904, 10,000.

Kewanee, Star-Courier. Average for 1903, daily 5,058, weekly 1,414. Average guaranteed circulation daily for Jan'y, 1904, 5,180.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

Rockford, Register Gazette. Dy. av. for 1903, 5,226, s. w'y. 6,416. Shannon, 150 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act av. '02, 11,215 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 15,552, s'y 14,120. E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1903, 26,578. A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1903, 69,655, April, 1904, 80,968.

Lafayette, Morning Journal, daily. Sworn average 1902, 4,002, April, 1904, 4,495.

Marion, Leader, daily. W. B. Westlake, pub. Actual aver., 1903, 5,295; March, 1904, 5,722.

Muncie, Star, d'y and S'y. Star Pub. Co. Aver. for 1903, d'y 5,856, s'y 19,250.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,052.

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,520.

Richmond, Evening Item. Sworn dy. av. for 1903, 5,552. Same for Dec., 1903, 3,742.

Richmond, Sun-Telegram. Sworn av. 1902, dy. 2,511. For Feb., 1904, 5,244.

South Bend, Tribune. Sworn daily average 1903, 5,718. Sworn av. for March, 6,624.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy., 1,951; w'y., 5,272.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400.

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864, Jan., 1904, 6,050.

Davenport, Times. Daily aver. 1903, 8,055, s. w'y. 1,660. Daily aver. March, 1904, 9,508. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1903, 29,681. March, 1904, 40,856.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903, 31,898. Average for May, 1904, 35,397.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. Actual average for 1903, 45,876.

Des Moines, Spirit of the West, w'y. Horses and live stock. Average for 1902, 6,095.

Des Moines, Wallace's Farmer, w'y. Est. 1879. Actual average for 1903, 35,769.

Muscatine, Journal. Daily av. 1903 4,849, semi-weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492, daily av. for Jan., Feb. and Mar., 20,571. Records always open. More readers in its field than of all other daily papers combined.

KANSAS.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1903, 260,096.

Hutchinson, News. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125.

KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1903, 5,522; growing fast.

Lexington, Leader. Av. '03, 2,828, s'y 4,092, 1st q't'r '04, dy. 3,928, s'y 5,448. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1903, 26,964.

Paducah, Sun, daily. Average, 1903, 2,151; for May, 1904, 2,918.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,395, Feb., 20,512; March, 20,654.

New Orleans, News. Dy. av. 1903, 17,523, Sunday, 17,687. E. Katz, Special Agent, N. Y.

New Orleans, The Southern Bazar, official organ of Elksdom in La. and Miss. Av. '03, 4,750.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1903, 1,269,995.

Bangor, Commercial. Average for 1903, daily 3,315, weekly 29,006.

Dover, Piscataquis Observer. Actual weekly average 1903, 1,964.

A Roll of Honor—Continued.

Lewiston. Evening Journal, daily. *Aver. for 1903, 6,814 (C), weekly 15,482 (C).*

Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. *Average for 1903, 8,041.*

Portland. Evening Express. *Average for 1903, daily 11,740, Sunday Telegram 8,090.*

MARYLAND.

Baltimore. News, daily. Evening News Publishing Co. *Average 1903, 44,582. For May, 1904, 56,487.*

MASSACHUSETTS.

Boston. Globe. *Average for 1903, daily, 105,554, Sunday, 297,824.*

Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston. New England Magazine, monthly. America Co., pub. *Average 1902, 21,580.*

Boston. Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C)

Boston. Post, dy. *Average for 1903, 178,368. Av. for April, 1904, dy 218,157, Sy. 177,050. Largest p.m. or a.m. sale in New England.*

Boston. Traveler. Est. 1824. *Actual daily av. 1903, 78,552. In 1903, 78,666. For 1904, to June 1, daily average, 82,794.*

Largest evening circulation in New England. Repr.: Smith & Thompson, N. Y. and Chicago.

East Northfield. Record of Christian Work, mo. \$1. *Aver. for year end'g Dec. 31, 1903, 20,250. A high-class magazine for use ONLY by high-class advertisers. Price rate \$22.40 flat, pro rata.*

GloUCESTER. Daily Times. *Average for 1903, 6,580. First seven months 1903, 6,629.*

GloUCESTER. Cape Ann News. *Actual daily average year ending February 15, 1904, 4,804, February, 1904, average 6,016.*

North Adams. Transcript, even. *Daily net av. 1903, 5,267. Daily av. printed May, '01, 5,894.*

Springfield. Good Housekeeping, mo. *Average for 1903, 155,992. First six months 1904, 161,166. All advertisements guaranteed.*

Springfield. Republican. Av. 1903, dy. 15,542 (C). Sun. 15,270 (C), w'y. 4,056.

Worcester. Evening Post, daily. Worcester Post Co. *Average for 1903, 11,711.*

Worcester. L'Opinion Publique, daily (C). *Average Jan., 5,150. Only French paper in United States on Roll of Honor.*

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon. Av. for 1903, 5,912. *Aver. for 1st 4 mos. of 1904, 4,100.*

Detroit. Free Press. *Average for 1903, daily 42,918, Sunday 55,845.*

Grand Rapids. Evening Press, dy. *Average 1903, 27,499. 40,000 guar. daily for 1904.*

Grand Rapids. Herald. *Average daily issue for 1903, 22,824.*

Jackson. Citizen, daily. James O'Donnell, pub. *Actual average for 1903, 4,419 (466). Average for first six months 1903, 4,328.*

Jackson. Press and Patriot. *Actual daily aver. for 1903, 5,649. Av. May, 1904, 6,576.*

Kalamazoo. Evening Telegraph. *Last six months 1903, dy. 8,826, s.w. 8,651.*

Kalamazoo. Gazette-News, 1903, daily, 8,671. *Guarantees 4,000 more subscribers than any other daily paper published in the city. Actual 3 mo's to April 1, 4,495.*

Saginaw. Courier Herald, daily. Sunday. *Average 1903, 8,288; May, 1904, 10,054.*

Saginaw. Evening News, daily. *Average for 1903, 11,815. May, 1904, daily 14,255.*

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1903, 68,686.*

Minneapolis. Farm, Stock and Home, semi-monthly. *Actual average 1903, 72,854. First six months 1904, 79,500.*

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. *1903, 49,057.*

Minneapolis. The Housekeeper: household monthly. *Actual average 1903, 265,250.*

Minneapolis. Journal, daily. Journal Printing Co. *Present daily average 64,727.*

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. *Oldest Minneapolis daily. Average for 1902, daily, 66,872; Sunday, 56,850. For 1903, daily average, 73,832; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 62,924. Sunday average for first four months of 1904 was 69,117. The daily average for the first four months of year was 85,619.*

The only Minneapolis daily listed in Russell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL of HONOR, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Onatonna. Chronicle, semi-w'y. Av. for 1903, 1,896. *Onatonna's leading newspaper. Present circulation, 2,100.*

St. Paul. Der Wanderer, with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500.

St. Paul. Dispatch, dy. *Aver. 1903, 52,644. Present average 57,258. ST. PAUL'S LEADING NEWSPAPER. W'y. aver. 1903, 74,046.*

St. Paul. Globe, daily. Globe Co., publishers. *Actual average for 1903, 81,541.*

St. Paul. News, daily. *Actual average for 1903, 35,816.*

St. Paul. Pioneer-Press. *Daily average for 1903 34,298, Sunday 30,955.*

St. Paul. The Farmer, ag'l., s-mo. Est. 1882. Sub. 500. Prof. Th. Shaw, ed. *Act. av. year end. February, 77,861. Actual present av. 85,000.*

St. Paul. Volkszeitung. *Actual average 1903, dy. 11,116, w'y. 28,414, Sonntagsblatt 28,405.*

Winona. Republican and Herald, daily. *Average 1902, 3,202; 1903, 4,044.*

Winona. Westlicher Herold. *Average 1903, 22,519; Sonntags Winona, 25,111; Volksblatt des Westens, 80,045.*

MISSISSIPPI.

Vicksburg. American, daily. In 1902, no issue less than 1,550. In 1903, 1,900 copies.

MISSOURI.

Joplin. Globe, daily. *Average 1903, 10,510. Mar., 1904, 11,491. E. Katz, Special Agent, N.Y.*

Kansas City. Journal, d'y and w'y. *Average for 1903, daily 60,362, weekly 182,725.*

Kansas City. World, daily. *Actual average for 1903, 61,225.*

Springfield. Sunny South, monthly. *Actual average for 1903, 2,825.*

St. Joseph. News and Press. *Daily aver. for 1903, 20,418. Last 3 mos. 1903, 25,065.*

St. Louis. Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,956.

National Farmer and Stock Grower. mo. A. G. mos. end. Dec. 1903, 106,625. 1902, 68,588.



A Roll of Honor—Continued.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,845,511. Actual proven average for past 7 months 1,596,468. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1903, 10,809. MONTANA'S BEST NEWSPAPER.

Butte, American Labor Union Journal, weekly. Average 1903, 29,549 general circulation.

Butte, Inter-Mountain, evening. Actual sworn net circulation for 1903, 19,817. Guaranteed largest circulation in State of Montana. Sworn net circulation for January, 1904, aver. 14,185.

Helena, Record, evening. Record Publishing Co. Average for 1903, 10,091 daily. Average for 1903, 8,754 weekly.

NEBRASKA.

Anaconda, The Nebraskan, monthly. A. H. Barks, pub. Actual average 1903, 5,088.

Lincoln, Daily Star. Actual average for 1903, 11,165. April, 1904, 14,485.

Lincoln, Deutch-American Farmer, weekly. Actual average for 1903, 158,525.

Lincoln, Freie Presse, weekly. Actual average for 1903, 159,400.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, puba. Average for 1903, 5,810.

Lincoln, Western Medical Review, mo. Av. yr. endg. May, 1903, 1,800. In 1902, 1,660.

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1903, 29,084.

Omaha, News, daily. Actual average for 1903, 41,524.

NEW HAMPSHIRE.

Franklin Falls, Journal Transcript, weekly. Towne & Noble. Actual average 1903, 5,560.

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kinmonth, pub. Actual average 1903, 3,792. In 1902, 5,556.

Camden, Daily Courier. Est. 1878. Net aver. circulation for 6 mos. end. April, 30, 1904, 7,702.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,829.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 19,012. First three months 1904, 20,974.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 55,894. Sunday 16,291.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 6,125.

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961.

Washington, Star, w'y. Sworn av. '03, 8,759. Every issue since Feb., '04, more than 8,900.

NEW YORK.

Albany, Journal, evening. Journal Co. Average one year to April 30, 1904, 17,888.

Albany, Times-Union, every evening. Establ. 1856. Average for first three months 1904, 29,626.

Binghamton, Evening Herald, daily. Herald Co. Average for first three months 1904, 18,910.

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. Aver. for 1903, morning 50,852, evening 55,082; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,408. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 5,408. Av. last 3 months, 5,560.

Certland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,248. Only Dem. paper in county.

Le Roy, Gazette. Est. 1836. Aver. 1903, 2,254. Larg. w'y. circ. Genesee, Orleans & Niagara Cos.

Lyons, Republican, established 1821. Chas. H. Betts, editor and prop. Circulation 1903, 2,321.

Mount Vernon, Daily Argus. Average 1903, 2,989. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1903, 4,187, 1,000 more than all other Newburgh papers combined.

New York City.

American Engineer, m'y. R. M. Van Arsdale, pub. Av. 1903, 8,875. Av. for 1904, 4,600.

American Machinist, w'y, machine construe. (Also European edition.) Average 1903, 20,475.

Army & Navy Journal. Est. 1883. Weekly aver. for 1903, 9,026 (©). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.

Automobile (The), weekly. Flatiron Building. Average circulation 1903, 10,022.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1903, 20,268. Your advertisement in Benziger's Magazine will bring you business, because its circulation has QUANTITY, CHARACTER, INFLUENCE.

Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1903, 26,012 (©) (689).

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,366.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1903, 6,667.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,855 (©).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©).

Forward, daily Forward Association. Average for 1903, 43,241.

Four-Track News, monthly. Actual av. paid for six months ending May, 1904, 77,600; June edition guaranteed 100,000.

Haberdasher, mo. est. 1881. Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,802 (683); average for 1903, 9,531.

Hardware Dealers' Magazine, monthly I 1913 no issue less than 17,000. (©).

Junior Toiletries, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 36,540.

Leslie's Monthly Magazine, New York. Average circulation for the past 13 months, 215,651. Present average circulation 222,375.

Morning Telegraph, daily. Daily Telegraph Co., puba. Average for 1903, 28,228.

A Roll of Honor—Continued.

Music Trade Review, music trade and art weekly. Average for 1903, 5,553.

Newspaperdom, w'kly. Recognized journal of newspaper pub'g and adv'g. Avar. 1903, 5,159.

New Thought, monthly. 27 E. 23d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. New Thought has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 15,977.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub's., 3 Spruce street. (©).

Pocket List of Railroad Officials, qly. Rail'r'd & Transp. Av. 1902, 17,696; av. 1903, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1903, 4,914.

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Est. 1888. Average for 1903, 11,001. Issue May 18, 1904, 26,500 copies.

Railroad Gazette, railroad and engineering weekly. 33 Fulton street. Est. 1866. (©).

The Central Station, monthly. H. C. Cushing, Jr. Average for 1903, 5,900.

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155.

The People's Home Journal, 515,250 monthly, Good Literature, 454,558 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The World. Actual av. for 1903, Morn., 278,607; Evening, 557,102. Sunday, 588,650.

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800.

Rochester. Case and Comment, mo. Law. Av. for 1903, 30,000; 4 years' average, 50,156.

Schenectady, Gazette, daily. A. N. Lacey, Average for 1902, 9,097. Actual average for 1903, 11,628.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. 1903, daily 55,107, Sunday 55,496.

Utica, National Electrical Contractor, mo. Average for 1903, 3,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,064.

Warsaw, Western New Yorker, weekly. Average for 1903, 5,802. In county of 32,000 with no daily.

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1903, daily, 1,134; semi-weekly, 2,958.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,791; semi-weekly, 5,500. First three months 1904, 6,578.

Elizabeth City, Tar Heel, weekly. Actual average 1903, 5,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 5,872. First five months 1904, 10,166.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for April, 1904, 5,862. Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. La Cote & Maxwell, N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903, 5,451. Guar. 6,500 after March 9th, 1904.

Wahpeton, Gazette, weekly. Average 1903, 1,564. Present circulation, 1,800; sent free, 1,500. Total, 3,300.

OHIO.

Akron, Beacon Journal. Average 1903, 8,203. N. Y., 523 Temple Court. Av. March, 1904, 9,123.

Cincinnati, Enquirer. Established 1842. Daily (©). Sunday (©). Backwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1903, 18,058. Actual average for 1902, 48,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. average for 1902, 145,018. Actual average for 1903, 145,164.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec. 31, '03, 15,750.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1903, 66,445; Sunday, 69,759. May, 1904, 77,457 daily; Sunday, 67,481.

Columbus, Press, daily, Democratic. Press Printing Co. Actual av. for 1902, 24,989.

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407. May, 1904, 19,068.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Pfaffm. Av. for 1903, 51,125.

Lawrence, Fairfield Co. Republican. In August, '02, no issue less than 1,450 for 2 years.

Mansfield, News, daily-weekly. Average 1902, 4,151. N. Y. office, 523 Temple Court.

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1903, 325,470. Actual average for first six months, 1903, 340,375.

Springfield, Press Republic. Av. 1903, 9,282; April, '04, 10,155. N. Y. office, 523 Temple Court.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1903, 184,250. Actual average for first six months 1903, 255,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1903, 10,058.

Washington Court House, Fayette Co. Record, weekly. Actual average 1903, 1,775.

Youngstown, Vindicator. Dy. av. '03, 11,009. LaCote & Maxwell, N.Y., Eastern Reps.

OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. Actual average 1903, 28,920.

Guthrie, Oklahoma State Capital, dy. and wy. Av. for 1903, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 22,119.

Oklahoma City, The Oklahoman. 1903 av. 5,516; April, '04, 7,798. E. Katz, Agent, N.Y.

OREGON.

Astoria, Lannetor. C. C. C. Rosenberg, Finnish, weekly. Average 1903, 1,892.

Portland, Evening Telegram, dy. (ex. Sun). Sworn circ'n 1903, 17,648. In 1903 16,866.

Portland, Oregon Daily Journal. Actual average for 1903, 3,946; first five months 1904, 14,062 copies. In March, 1904, the Oregon Daily Journal established a Sunday edition. The average issue from March 30th to June 5th was 18,500 copies as per detailed statement filed with the American Newspaper Directory.

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1903, 4,389; first 5 mos. 1904, 4,912.

PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1903, 5,187. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Cannellville, Courier, daily. Av. for 1903, 1,848, weekly for 1903, 8,096, daily average April, 1904, 5,019.

Erie, People, weekly. Aug. Klenke, Mgr. Average 1903, 5,055.

A Roll of Honor—Continued.

Erie, Times, daily. Average for 1903, 11,208. May, 1904, 14,044. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph, dy. Actual daily aver. 1903, 10,386. Average, year ending February, 1904, 10,544. Average, March, 11,016.

Philadelphia, American Medicine, wy. Av. for 1902, 19,837. Av. March, 1903, 16,837.

In
Philadelphia
Nearly
Everybody
Reads
The Bulletin

Net Average Circulation for May

179,543 copies per day

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, June 4, 1904.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 7,120.

The Evening
Telegraph
READ EVERYWHERE IN
PHILADELPHIA.

The circulation of the EVENING TELEGRAPH has gone up with the thermometer. 14,218 more homes entered each day during May, 1904, than same month last year.

Daily Average Circulation for May:

130,705

It reaches the plain people.

BARCLAY H. WARBURTON,
President.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 544,676. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of 'Advertising to the Farm Journal.' After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for May, 1904, 118,141.

Philadelphia, Sunday School Times, weekly. Average for 1903, 102,941. Send for rates to The Religious Press Association, Philadelphia.

Pittsburg, Chronicle-Telegraph. Aver., 1903, 56,268. Sworn statement on application.

Pittsburg, Labor World, wy. Av. 1903, 18,088. Reaches best paid class of workmen in U.S.

Seranton, Times, every evg. E. J. Lynett, Av. for 1903, 31,604. La Cote & Maxwell, N. Y.

Warren, Forenights Vannen, Swedish, mo. Av. 1903, 1,541. Circulates Pa., N. Y. and O.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1903, 5,697.

West Chester, Local News, daily. W. H. Hodgson. Average for 1903 15,168.

Williamsport, Grit, America's Greatest Weekly. Net paid average 1903, 181,548. Smith & Thompson, Ives., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108.

RHODE ISLAND.

Providence, Daily Journal, 16,495 (©©), Sunday, 19,592 (©©). Evening Bulletin 26,586 average 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,588. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. F. Browne. Average 1903, no issue less than 1,750.

Charleston, Evening Post. Actual dy. aver. for 1903, 2,842. First 3 months 1904, 5,176.

Columbia, State, daily. State Co., publishers. Actual aver. for 1903, daily, 6,566 (©©) semi-weekly, 2,015; Sunday, 7,705. First 3 months 1904, daily 7,440, Sunday 8,546.

SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819. Actual daily aver. for 1903, 5,882.

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,855. Rate, 15 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1903 no issue less than 1,550. First 6 mos. 1903, 1,495.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201.

Memphis, Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,929, Sunday 28,080, weekly 77,521 (964), March, 1904, daily 34,552, Sunday 47,206, weekly 82,408.

Memphis, Morning News. Actual daily average for 1903, 17,594; March, 1904, average 21,758.

A Roll of Honor—Continued.

Nashville, Banner, daily. Av. for year ending Feb. 1903, 16,978. Av. for April, 1904, 21,551. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and South'w'n School Journal, mo. Average for 1903, 9,590.

TEXAS.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Average for 1903, 2,659.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1903, 1,247.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,827.

UTAH.

Ogden, Standard. Wm. Glasman, pub. Av. for 1903, daily 4,881, semi weekly 5,168.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1903, 2,710. Five months in 1904, 8,062.

Burlington, Free Press. Daily av. '03, 5,566. 9 mos. to June 1, 5,920. Only Vermont paper examined by Association of American Advertisers.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. April, 5,658.

VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1902, 5,098; for 1903, 7,489; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

WASHINGTON.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; wy., 8,912. Average 4 mos. 1904, dy., 14,511; Sy., 18,289; wy., 9,482. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1903, 2,301 (1904).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,539. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

La Crosse, Leader-Press, daily. Actual average 1903, 5,590.

Milwaukee, Evening Wisconsin, d'y. Fvg. Wisconsin Co. Average for 1903, 21,981; December, 1903, 25,090; May, 1904, 25,710 (©©).

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 23,376; av. Feb., '04, 24,303.

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Mar., 1904, 84,766. May, 1904, 87,484.

Oshkosh, Northwestern, daily. Average for 1903, 6,488.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702.

Racine, Wisconsin Agriculturalist, weekly. Average for 1903, 33,181. First 3 months 1904, 34,720. Advertising \$2.10 per inch.

BRITISH COLUMBIA.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695.

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565. Only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 15,824; weekly, 18,905. Daily, May, 1904, 24,995.

NOVA SCOTIA, CAN.

Halifax, Herald (©©) and Evening Mail. Average 1903, 9,941. April, 1904, 15,296.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average for 1903, 90,071. April, 1904, 81,805.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515.

Montreal, La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 80,116.

Montreal, Star, dy. & wy. Graham & Co. Av. for '03, dy. 55,127, wy. 122,949 (1145). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

The Roll of Honor is an invaluable medium for keeping advertisers posted on our growing circulation, and we have the most direct evidence that it is consulted by general advertisers. I can't speak too highly of it.

WM. SIMPSON,

Business Manager of the Philadelphia Evening Bulletin, in an interview printed in PRINTERS' INK of May 18, 1904.

THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. Sworn daily average for year 1903, 36,656 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE DENVER POST, Sunday edition, June 19, 1904, contained 2,930 classified ads, a total of 73 9-10 columns. The **POST** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **POST** is five cents per line each insertion, seven words to the line.

DELAWARE.

LOCAL readers use the Wilmington **EVENING JOURNAL** for Want advertising. They get results. Half cent a word.

THE Wilmington **MORNING NEWS** is the paper for results—for "Wants" and other classified advertisements. Only morning paper.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE Washington, D. C., **EVENING STAR** (50¢) carries DOUBLE the number of WANT Ads of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta **JOURNAL** carries three times as many Wants as its chief competitor.

THE Augusta **CHRONICLE** is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

ILLINOIS.

THE ROCK ISLAND **ARGUS** is the recognized Want Ad Medium in its field. Advertisers always get returns.

THE Chicago **DAILY NEWS** is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of \$24,206 individual advertisements. Of these 305,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the **Post Office Review**.

INDIANA.

TERRE HAUTE STAR carries more Want ads than all other Terre Haute dailies.

THE Linton **CALL** is the only daily in Greene and Sullivan counties, population, 75,000. Wants, 1 cent per word.

THE MARION **LEADER** is acknowledged the best result getter for classified advertisers. One-half cent per word each insertion.

MUNCIE STAR carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

INDIANAPOLIS STAR since January first has more than doubled the volume of its Classified advertising. On Sunday, April 19, the **STAR** carried more than two full pages of Want Ads.

THE Indianapolis **NEWS** in 1903 printed 135,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 84,133 separate and distinct paid Want advertisements.

IOWA.

THE Des Moines **CAPITAL** guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is one of the want ad mediums of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

THE SEXTON, Shenandoah, Iowa, published each Monday, Wednesday and Friday, with its forty-two hundred circulation, is the Want ad medium of Southwestern Iowa. Its readers are prosperous farmers. It runs five times the Want ads of any other paper within fifty miles. One cent a word.

KENTUCKY.

THE Owensboro **DAILY INQUIRER** carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 55¢.

MAINE.

IF you have a want, and want what you want, put your want advertisements in the Bangor **DAILY NEWS**. It has a greater circulation than that of any other daily published in the whole great Eastern and Northern section of Maine. It is the best advertising medium in Maine.

MARYLAND.

THE Baltimore **NEWS** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MINNESOTA.

FIGURES that prove that The Minneapolis **JOURNAL** carries the most "Want Ads" of any daily newspaper in the Northwest:

	Journal.	Nearest Daily Competitor.
Year 1903	2,960 cols.	
1st 5 mos. 1904.	1,477 "	849 "

THE MINNEAPOLIS **TRIBUNE** is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 80,000 subscribers, which is more than 30,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

MASSACHUSETTS.

THE Brockton (Mass.) **DAILY ENTERPRISE** carries more than a solid page of "Want" ads—30 words 5 days, 25¢. Copy mailed free.

THE Boston **GLOBE**, daily and Sunday, carries more Want ads than any other paper in New England because it brings results to the advertiser. A trial convinces.

THE Boston **HERALD's** increase of classified advertising for May, 1904, over amount carried during same month last year, figures up 144% columns, or 47,193 agate lines, net.

MORE advertisements of "Houses for the Summer" are published in the Boston **EVENING TRANSCRIPT** than in any other paper in America. It is the leading resort medium of New England.

MISSOURI.

THE Kansas City **Times** (morning), **The Kansas City Star** (evening) carry all of Kansas City's "Wants." **The Kansas City SUNDAY STAR** prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the **Times** and the **Star**.

THE Joplin **GLOBE** is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City **JOURNAL** (every morning including Sunday, one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpartiel line.

NEBRASKA.

THE Lincoln **DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL, is the only want ad medium in Elizabeth. Home paper; covers Union county. Largest circulation. Most advertising.

NEW YORK.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

BROOKLYN DAILY EAGLE, New York City. The great want and classified advertising medium in Greater New York. Carries more summer resort advertising than any other paper in the United States.

THE Times-Union, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

EVENING JOURNAL, Albany, N. Y., covers the field of Eastern New York for want or classified advertising.

IT DOES NOT PAID ITS COLUMNS WITH FAKE ADVERTISEMENTS TO MAKE BIG SHOW.

IN New York City the **STAATS ZEITUNG** (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

THE issue of the Poughkeepsie (N. Y.) **SUNDAY COURIER**, of March 27th, 1904, contained four hundred and sixty-three new advertisements. This is a greater number of unsolicited advertisements than has ever appeared in one issue of a newspaper in this State, outside of New York City, and clearly demonstrates the fact that a paper with a circulation of nearly eleven thousand brings results to its advertising patrons. Nearly two-thirds of the above number were "Want" ads.

OHIO.

THE Dayton, O. **HERALD** has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE Mansfield **News** publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

DURING the month of April, 1904, the Dayton, O. **News** carried 36 % more want advertising than its nearest competitor, regardless of its price being twice that of its nearest competitor. The **News** has just established 38 branch stations in representative parts of the city, and its Want columns will be better than ever.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 7,800. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., **Times** carries from two to five times more classified ads than any other paper.

PHILADELPHIA, **THE EVENING BULLETIN**—Want ads in **THE BULLETIN** pay for a number of reasons. First, in Philadelphia nearly everybody reads **THE BULLETIN**. Second, **THE BULLETIN** has by many thousands the largest city circulation of any Philadelphia newspaper. (See Roll of Honor col.) Third, **THE BULLETIN** goes daily into more Philadelphia homes than any other medium. Fourth, **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

VIRGINIA.

THE News Leader, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (27,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

L A PRESSE, Montreal. Largest daily circulation in Canada. (Daily 30,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto **DAILY STAR** is necessary to any advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. Sworn daily average circulation, May, 1904, 30,670.

THE Montreal **DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE EVENING TELEGRAM, of Toronto, does more business as a Want ad medium than any other paper in Canada. Its circulation in May was 31,628; it published 37,353 classified advertisements, and received 19,739 box letters. Rate card on application.

THE Winnipeg **FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

Those Retailers Who W

and that means the active, progressive ones—have work without constantly and carefully reading and others. The man whose labor is of the mental sort, brain unless he keeps putting ideas into it by reading who would evolve new ideas and infuse vigor into the leader among publications devoted to advertising and latest plans of successful merchants in the advancement and modern merchandising in retail and who the basic principles and underlying ideas which build in many forms. It gives the reader an insight into evolution on ways, means and mediums, and contains many peculiarities of human nature. Every issue is brimful of material turned to account in many ways. A department of interest every week for the special benefit of retailers. This costs a week. (A book reprint of this department so far as it goes.) Every weekly issue of PRINTERS' INK contains from 10 to 15 pages of material, date, ready for use or subject to slight changes only.

The retailer who can read the signs of the times in every newspaper in the country should assist him. The retailers are the thousands of undeveloped prospective customers.

Every retailer should be encouraged to read business journals, but PRINTERS' INK is the one which is the most practical. Its subscription price is \$5.00, payable in advance.

A three months' trial subscription
One Dollar. If interested address,

CHARLES J. ZINGG, Publisher Printers'

o Write Advertisements

es—have discovered that it is impossible to do good reading and studying the productions and ideas of mental sort cannot continue to draw ideas from his by reading and observation. The retail advertiser gor into his work should read PRINTERS' INK. It is advertising—a weekly paper giving the news, ideas in the advertising world. It tells of store management and wholesale. From its columns may be learned which build business through advertising in all its ht into everything related to advertising. It treats ns many hints and useful suggestions on the pecu- s brimful of live, practical reading, which can be rtment of ready-to-use advertisements is published ers. This feature costs a subscriber less than Ten rtment sold one thousand books in less than a year.) ins from six to ten advertisements, new and up-to- nges only.

as of the times must turn to modern publicity, and assist him how to advertise. Among the intelligent prospective customers of the newspaper. ed to read PRINTERS' INK. He may read other busi- ne which he cannot afford to miss. The annual nce.

scription will be allowed upon receipt of

nters' Ink, 10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$30 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is in *sorted free*.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate HILL, E.C.

NEW YORK, JUNE 29, 1904.

OPINIONS WANTED.

WM. G. WALKER,

Dealer in General Merchandise,
Farm Tools, Radiant Home Stoves,
Fertilizers.

We carry a full line of Groceries, Hardware,
Clothing, Boots, Shoes and Dry Goods.

WEST SPRINGFIELD, Pa., May 26, 1904

Editor of PRINTERS' INK:

I take your paper and read it, but you do not devote as much space as you once did to ideas that benefit retail stores. No doubt, large advertisers are glad to know the circulation of papers in different cities, but it does not interest the country merchant. Yours respectfully,
WM. G. WALKER.

The editor of the Little Schoolmaster reprints the above letter with pleasure and he trusts that a large number of similar expressions and suggestions may be forthcoming from the other retail merchants. The letter of Mr. Walker voices a sentiment that appeals to the management of PRINTERS' INK strongly. This issue of the paper is mailed to a selected list of retail merchants with an appeal to become regular subscribers. The editor believes that advertising journals and newspapers alike haven't paid enough attention to the advertising needs of retail merchants, and if the latter manifest a desire of what they want and

need, PRINTERS' INK will make an effort to comply with their wishes.

There are probably 400,000 retailers in the United States and Canada and upon these men rests the final distribution of all goods, or most of them. It stands to reason, therefore, that a large percentage of this number of small merchants would welcome suggestions and plans to increase their business and PRINTERS' INK is willing to take this matter up, provided a strong desire and support on their part is forthcoming.

It is a singular fact that among the critics of PRINTERS' INK are often publishers of newspapers as well as manufacturers saying that PRINTERS' INK devotes too much time and space to matters which concerns only retail business men. The short-sightedness and the fallacy of this criticism is obvious. In the opinion of the writer the retailer ought to have much more attention, not at the expense of excluding matter of interest to publishers and general advertisers but perhaps in an added department. The publisher and the manufacturer should realize that the pioneer work of the Little Schoolmaster to interest retailers in advertising will not only make a space user of the retailer, but it will make him a more valuable distributor of the manufacturers' products. And for this plain business reason newspapers and wholesalers should further and recommend the reading and distribution of PRINTERS' INK as far as lies not only in their power, but in their own direct interest.

Mr. Publisher, how much have you systematically done to cultivate the active, intelligent retailer in your community with a view to make an advertiser of him? Or how much time can you devote to this particular subject? Certainly your solicitors call upon him at intervals, making more or less effective arguments. How much easier would it be for your solicitor to clinch a contract if the retailer had absorbed the principles of modern advertising by reading a paper like PRINTERS' INK for a whole year?

The writer repeats that among

the retailers throughout the country is the largest number of prospective customers for good newspapers. The number of general advertisers will always be comparatively restricted.

Criticisms and opinions are invited on this topic from retailers, publishers and manufacturers and all others who may throw light on the question.

M. HERALD, manager of M. Lee Starke's promotion department, sailed for London Saturday, June 25. Two months will be spent in studying advertising conditions in Great Britain, in the interest of the papers Mr. Starke represents.

DAVID S. LAWLOR, formerly advertising manager of several large New England dailies, has entered the employ of M. Lee Starke, New York, as traveling representative. Mr. Lawlor has a wide acquaintance and a thorough knowledge of the advertising business and is a valuable acquisition to Mr. Starke's force.

THE Altoona, Pa., *Mirror* celebrated its thirtieth anniversary on June 13, 1904. The publishers of the *Mirror* believe that the advertiser has a right to know what he pays his hard cash for and they have returned detailed circulation statements to the American Newspaper Directory with regularity. In 1903 the daily average was 8,187 copies, while for May, 1904, a daily average of 8,384 copies is asserted. The *Mirror* is entitled to entry in the Roll of Honor.

THE Clover Leaf League papers, consisting of the Des Moines (Ia.) *News*, St. Paul (Minn.) *News*, Omaha (Neb.) *News* and Kansas City (Mo.) *World*, have to-day renewed their contracts in the Roll of Honor for another year. Mr. B. D. Butler, who gave the order, was uncertain whether the excellence of the Roll of Honor service or his admiration for its originator prompted him to resume his contracts, but he finally decided that it was the latter. The daily average for the year ending January, 1904, of the Des Moines *News* was 45,376 copies, St. Paul *News* 35,816 copies, Omaha *News* 41,324 copies, Kansas City *World* 61,232 copies.

THE investigations of daily newspaper conditions, now being reported in PRINTERS' INK, can hardly fail to prove interesting to local as well as general advertisers. It is interesting to note that the facts revealed, by inquiries on the spot, sustain the substantial accuracy of the circulation ratings given in the American Newspaper Directory. Up to the present time no honest man has questioned the impartiality of the reports.

"TALES of Business Success" was the title of an interesting article in a recent issue of the Omaha *Daily Bee*, describing the methods by which several local advertisers have built up prosperous enterprises by using this daily's want ads. Among the concerns mentioned were the Omaha Commercial College, Boyle's Business College, Nebraska Business & Shorthand College, J. C. Huteson & Co., opticians; Omaha Plating Co., Columbia Phonograph Co., Schmoller & Muller, pianos; Nebraska Cycle Co., Drummond Carriage Co. and Drescher Tailoring Co. All these firms use the *Bee's* want ad pages, getting results by persistence in small announcements instead of the occasional use of large displays.

**IF You
think of
advertising
anything
anywhere
any time
in any way
write for
suggestions
to STARKE,
of New York.
HE KNOWS.**

THE Ben B. Hampton Company, 7 West 22d street, New York City, will handle all future advertising of the American Tobacco Company.

EDWARD PAYSON CALL, formerly the publisher of the New York *Evening Mail*, has succeeded D. O. Haynes as the publisher of the New York *Commercial*.

THE English postoffice has a close monopoly in delivering letters throughout the United Kingdom, says the *American Postmaster*. Firms addressing and delivering circulars, bills, etc., on a large scale come in conflict with the postoffice rights, and are to be suppressed. Circulars must be sent through the postoffice if addressed, nor can they be delivered according to a list carried by the distributor. It is permissible for a firm to send out its own bills by its own messenger, but when the business is given to a distributing company it is unlawful. By another queer freak of this particular law an addressed letter becomes a package when a string is tied around it, and passes out of the postoffice jurisdiction.

TICKET agents of the Chicago, Milwaukee & St. Paul Railway are given very complete instructions in regard to following up the road's advertising. A general order on the subject, issued from Chicago by General Passenger Agent Miller, says:

The object of advertising by this company is to increase its passenger business. It is important to keep this fact well in mind. During 1904 we expect to increase our passenger business by judicious advertising. In order to make this advertising more effective, your constant co-operation, as indicated in this circular, is requested and expected.

The agent is expected to keep track of inquiries from people likely to travel, to attend to local newspaper advertising and check it, to be on good terms with newspaper men and furnish them news items sent out by the company, to distribute booklets and literature where it will do the most good, and to keep alert for new ideas in advertising, which are to be submitted to the G. P. A. The instructions are thorough, and ought to produce that valuable quality called *esprit de corps*.

MR. F. W. KELLOGG, general manager of the Clover Leaf newspapers, called upon the Little Schoolmaster last week. Mr. Kellogg is on an Eastern trip accompanied by his family.

THE first meeting of the Board of Directors of the International Federation of Advertising Interests was held at the Aldine Club, 111 Fifth avenue, New York City, June 22, 1904, with President Henry D. Perky in the chair. The secretary read telegrams from absent members, expressing regret at being unable to attend and best wishes for success of the meeting. Mr. M. Lee Starke proposed the following names to fill vacancies:

First Vice-President, W. C. Stiegers, the St. Louis *Post-Dispatch*; second Vice-President, C. H. Brampton, of the American Cereal Company. Other directors—Delavan Smith, of the Indianapolis *News*; John H. Fahey, of the Boston *Traveler*; Chas. Arthur Carlisle, of the Studebaker Bros. Mfg. Co., and Walter S. Hill, of London, England.

A motion was made by Mr. Barney Link and seconded by Mr. George M. McCampbell, jr., that these gentlemen be elected.

General discussion of matters pertaining to the plan and scope of the organization, particularly with regard to the convention to be held at St. Louis, October 4, 5 and 6, then followed. A motion was made by Mr. Link to the effect that the president of the board, by and with the consent of the board, appoint a committee of seven to draft a statement of the objects of this organization and by-laws for its government, and to present a plan of procedure for the convention at St. Louis, October 4, 5 and 6, in response to an invitation extended to this organization by Governor Francis; that the committee further be authorized to evolve a plan and put same into execution without delay to procure the funds necessary for the conduct of this organization; that said committee report to the Board of Directors on the 18th day of July, at the Aldine Club, at 6.30 p. m.

ARE there any want-ad mediums among the daily press in Maine?

THE members of the Periodical Publishers' Association of New York and their wives enjoyed a most delightful outing at the summer home of Mr. & Mrs. Wm. B. Howland at Lake Placid, in the Adirondacks, June 15. It was also the occasion for the Annual Business Meeting of the Association, at which meeting the following officers were elected for the ensuing year: President, Mr. Frank N. Doubleday, publisher of the *World's Work and Country Life in America*; Vice-President, Mr. Arthur T. Vance, editor of the *Woman's Home Companion*; Secretary, Mr. F. L. Colver, publisher of *Leslie's Monthly Magazine*; Treasurer, Mr. Oscar W. Brady, of *McClure's Magazine*. The new Board of Directors consists of the following members: Mr. Wm. B. Howland of the *Outlook*, Mr. Edward E. Higgins of *Success*, Mr. Conde Nast of *Collier's Weekly*, Mr. Cyrus H. K. Curtis of the *Ladies' Home Journal* and *Saturday Evening Post*, Mr. Theron McCampbell, Mr. John Brisben Walker, editor of *Cosmopolitan*; Mr. F. L. Colver of *Leslie's Monthly Magazine*, Mr. Charles D. Lanier of the *Review of Reviews*, Mr. John Adams Thayer of *Everybody's Magazine*, Mr. Arthur T. Vance of the *Woman's Home Companion*, Mr. J. Bertram Lippincott of *Lippincott's Magazine*, Mr. Oscar W. Brady of *McClure's Magazine*, Mr. Frank N. Doubleday of the *World's Work*, Mr. Arthur W. Little of *Pearson's Magazine*, and Mr. George W. Wilder of the *Delineator*. This Association now includes in its membership about sixty well-known magazine publishers and editors. A handsome brochure in the nature of a souvenir of the recent Washington dinner of the Association, has just been published. It contains the full text of the addresses delivered at the dinner, personally revised by the speakers, together with portraits and autographs of the distinguished men who made the addresses at the dinner.

SPECIAL ISSUES

OF

PRINTERS' INK.

Preliminary notice is hereby given of the following special issues on the dates stated, and intended primarily for the purpose of securing new subscribers to the Little Schoolmaster:

August 31, 1904, Press Day, Aug. 24.

Municipal Advertising.

Sept. 7, 1904, Press Day, Aug. 31.

Department Stores.

Sept. 14, 1904, Press Day, Sept. 7.

Mail Order Houses.

Sept. 28, 1904, Press Day, Sept. 21.

Real Estate.

Oct. 12, 1904, Press Day, Oct. 7.

Trade Journals.

Oct. 26, 1904, Press Day, Oct. 19.

Banks and Financial Advertising.

"THE Financial Side of Hotel Keeping" is a volume published by the Caterer Publishing Co., New York. Though it deals primarily with hotel management, the chapters are written from so broad a business viewpoint and with so clear an insight into human nature, that he would be an indifferent business man who read it to no purpose. Charles Martyn, one of the editors of the *Caterer*, is the author, under the pen name of J. Elliott Lane. Besides the details of hotel keeping proper there are chapters on relations with employees, and in an appendix have been reproduced examples of hotel advertising, notably the ads of the *Criterion* and *Reisenweber's*, New York, and the *Clarendon Hotel*, Brooklyn.

THE Mayor of Decatur, Texas, is John H. Cates, who is also an adwriter. Decatur seems to be a lively enough town, but the population was only 1,500 at the last census, and probably the office carries more dignity than emolument. His Honor therefore sends out the following circular letter, accompanied by his card, reading "John H. Cates, Mayor," as an evidence of good faith:

It would be an idiotic question for one business man to ask another if he wished to increase his sales. Nor do I feel it at all necessary to write a long letter of explanation of the merits of my proposition. I can materially increase your business and am willing, for the small sum of two dollars and fifty cents, to explain to you all about it. I, myself, am an advertiser and do a nice business by advertising, but I do a larger volume by my method of procedure. It is new, simple and proves itself good by the financial results that follow. Financial results are what we all want. Send me your check for the amount and if you are not perfectly satisfied with it, after you have given it a reasonable test, I will gladly refund you any part of the amount, less a few cents, for the trouble I have been at, upon receipt of a proper agreement from you not to make use of the system and that you will not improperly divulge it. The small amount charged will not impair your business, and I am confident that you will be so pleased with the system that you will enthusiastically adopt it.

Reference: City National Bank, Decatur, Texas; J. P. Hayter, Decatur; J. J. Perkins, Decatur; W. T. Waggoner, of Electra, Texas. See Bradstreet for these gentlemen. Yours truly,

JOHN H. CATES.

AMERICAN advertising is the best in the world—and PRINTERS' INK made it so.

ADVERTISING NOVELTIES.

HAGERSTOWN, Md., June 16, 1904.

Editor of PRINTERS' INK:

Your address was handed us by R. J. Hamilton, editor *Hagerstown Mail*. Will you kindly send us the address of some house which are dealers in Japanese novelties, banners, etc., other than Vantine, who does not carry what we want; it is likely that some advertisement house would be able to furnish the novelties desired. We want to use them for decorating the store.

Very respectfully,
RUDY & MEREDITH,
"The Home of Rexall."

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Adver-
tising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

MAGAZINES V.S. DAILIES.

NEW YORK, June 9, 1904.

Editor of PRINTERS' INK:

In your issue of May 25 is a letter from W. H. McLaughlin, in which he disagrees with my comparison of magazines and newspapers in my article published in the *Woman's Herald for Men*.

I appreciate the fact that there is room in this discussion for an honest difference of opinion. If that had not been so, Mr. Balmer would never have arranged for this competition to discuss the question.

Mr. McLaughlin questions the fairness of a comparison in which eight insertions in daily papers are put against one insertion in monthly magazines.

I would like to ask Mr. McLaughlin what, in his estimation, is fair. I would like to ask what he would consider a fair basis of comparison. Does he claim that one insertion in a newspaper is equal to one insertion in a monthly magazine, circulation being equal, and how large a space would he allow in the newspapers to correspond with the space in the magazines? Does he say a page in a newspaper for a page in a magazine?

I believe that no advertiser now thinks that one insertion in a daily newspaper has the same drawing power as one insertion in a monthly magazine. I believe that it is generally accepted that at least four, and generally eight, insertions a month are required to produce the same effect.

I believe that it is generally admitted that the circulation of a magazine is far more apt to give nothing but homes than the circulation of a newspaper, and further, I believe that a larger number of people see each copy of a magazine than see each copy of a daily newspaper.

These things can be proven, but never have been.

Mr. McLaughlin further goes on to say that eight insertions in a daily newspaper will give eight times the daily circulation which makes it eight times better than the circulation of the magazine, although it is to be taken for granted that the daily circulation reaches about the same people each day. In other words according to Mr. McLaughlin's theory, if you use 2,000,000 circulation a day then you use 60,000,000 a month, or 720,000,000 a year, which is about ten times as many people as there are in the United States. What this circulation really gives is repetition, and it takes that repetition of the ad in the newspaper eight times to equal the effectiveness of one ad one time in such publications as the *Ladies' Home Journal*, the *Butterick Trio* and *McClure's Magazine*.

No newspaper lies upon a table for an entire month to be read daily. Almost every copy of the *Delinicator*, *McClure's* or the *Ladies' Home Journal* is so retained and constantly referred to. No newspaper is ever so religious-

ly read by a woman as is such a publication as the *Delinicator*, and it is admitted that the real buyers from advertising are women.

I must still insist, in spite of Mr. McLaughlin's criticism, that my position is a right one, and that it is one that is held by the leading advertisers of the country.

One more thing in Mr. McLaughlin's letter should be noticed. He says that I claim that one insertion in any publication is as valuable as eight, which is not true. I claim that one insertion in a magazine is as valuable as eight in a daily newspaper, circulation and cost being equal.

He says that I claim that space in a monthly publication is thirty times as valuable as space in a daily, which is not true. I claim that it is only eight times as valuable as space in a daily. If an ad of equal size appeared in a daily newspaper every day, I readily admit that it would be more valuable than the space in the monthly magazine, but it would cost four or five times as much.

He further says that I claim that space in an annual is twelve times as valuable as space in a monthly, and three hundred and sixty-five times as valuable as space in a daily, which also is not true.

Mr. McLaughlin is over-zealous, and the theories he deduces from my statements are not authorized.

I will say right here that space every day in every newspaper in the country is a great many times more valuable than space in every issue of all the magazines, and it is equally true that the difference in cost would be infinitely greater than the difference in value.

It should not be forgotten that I am arguing that the magazines are a less expensive method for an equally large amount of advertising.

Yours very truly,

ERNEST ELMO CALKINS.

CLAIM A HIGHER PLACE.

ST. LOUIS, June 9, 1904.

Editor of PRINTERS' INK:

We wish to call your attention to your list entitled the "Elite Directory of Advertising Agents." In this list you have done us an injustice. While it is true that you have classified us as "top notchers," still you have not rated us with the agencies doing a business of one million dollars and over. In the year 1903 our business was considerably more than one million dollars, and up-to-date 1904 has exceeded the volume of business which we did in 1903. At any time that you or your representative call at our office we will be pleased to prove to your satisfaction the correctness of this assertion.

We trust that you will rectify this error and place us in the class where we belong.

We beg to remain, very truly yours,

H. W. KASTOR & SONS ADVERTISING CO.

Address all correspondence, payments, orders and copy for advertisements in PRINTERS' INK to the Business Manager of PRINTERS' INK.

GETTING THE HABERDASHER'S BUSINESS.

Among the retailers who do not advertise as much as they ought to in daily papers the haberdasher is most conspicuous. There is a very small margin of profit on his goods everywhere, for one thing, and in comparatively large cities his trade is local, so that the wide sweep of a daily necessarily entails a large proportion of wasted energy. The small ads within his means are likely to be lost in the average daily paper. He also appeals solely to men. Women buy as much haberdashery as men, but they buy it at the men's departments of the large stores. It is said that sixty per cent of the business of this class at a department store is done with women, who apparently buy everything their men folks wear in the shape of shirts, underwear, cravats, hose, pajamas, etc. The small haberdasher, on the contrary, sells wholly to men, and no specialty shop in this trade has yet made a success of a women's department. The specialty dealer prefers not to handle the cheaper grades of goods that appeal to women, and it has also been found that men do not like to trade where there is a women's department.

Newspaper advertising for the specialty haberdasher, therefore, is rather a difficult problem. But it is not unsolvable. A plan that has recently come to my notice is one originated by daily newspapers in various cities. By presenting newspaper advertising in an attractive way these papers have secured considerable business from the haberdasher, as well as done him some good. The basis of this plan is the "Dress Chart" from the *Haberdasher*, revised each month. It shows succinctly what is in good taste for every social affair, as well as the correct articles of dress for country outings, yacht trips, athletics, business wear and so on. The interest in correct, tasteful dress is much deeper among men than would be presumed by one who does not know real conditions, particularly in spring and fall, when the

change is made from heavy to light clothing, and the reverse. The *Haberdasher's* dress chart is kept up-to-date at a good deal of expense, and is authoritative. Retail haberdashers all know and respect it. The newspaper publishers who have spent time to induce haberdashers to advertise make this chart the center of a large combination ad. On a favorable day in the week the dress chart is printed in the center of a half-page, or page, in good position, and around it are grouped the small ads of local haberdashers. Naturally, pains is taken with the copy, for such a combination ad must really compete with the department store announcements. For the dealer who is not averse to quoting prices, a number of plainly priced offerings are presented. But in every city there is at least one haberdasher who caters to the exclusive trade—people who are not fond of buying things at advertised prices. This clientele does not object to alluring descriptions, however, and lines of seasonable goods treated from the standpoint of fabrics, colors, shapes, etc., bring excellent results. A combination ad of this sort seems to be necessary if the attention of men is to be attracted. Women, it is said, will find the smallest ad in a newspaper if it makes an attractive offer. But newspaper ads written for men must be rather large, the authorities say—and this is borne out by the poster effects of cigar advertising, liquor advertising, etc.

The *Haberdasher's* dress chart is protected by copyright, and infringement upon it will be prosecuted. Where responsible newspaper publishers wish to use it in the manner outlined above, however, permission to do so will be granted on application.

JOSEPH W. GIBSON,
Publisher the *Haberdasher*, New
York City.

THE Messiah Church property, Montreal, was recently placed in the hands of John James Browne & Son, real estate men of that city, for sale. To advertise it among the right sort of people a booklet was gotten out, showing views of the church and its location on the city map. The matter was quite attractive.

IN NASSAU STREET.

The haberdashery store of S. M. Jackson, 112-114 Nassau street, New York City, is in the heart of a breathless business community that presents several difficulties to the retailer who must attract attention to his store with a small advertising appropriation. This community reads newspapers, but the cost of adequate space in the half-dozen dailies necessary to keep it informed on the news of one store is quite out of the question. Billboards and car cards are also too costly for consideration, as there are twenty or more separate routes by which the members of this community reach their district. Next to his windows Mr. Jackson depends on folders and novelties, and even in this single medium he is handicapped, for the business community centered around Wall street probably receives more advertising literature per capita per day than any other community in the world. "I have been located in this store more than twenty years," said Mr. Jackson recently. "Ten or twelve years ago I used the daily papers liberally, for there were not so many ways of reaching the Wall Street district, and a greater proportion of those who read the papers came by my store. But conditions have changed, and now I find that the amount which I can spend for publicity will not make an adequate showing in the dailies. There is no question in my mind that newspaper space is the best advertising, but in order to carry on a profitable retail campaign in New York dailies it is necessary to have a large store or several small ones. Small spaces in the newspapers do not pay. It is better to use liberal space in one daily and keep at it than to scatter a small appropriation through all the papers. If I were to resume newspaper advertising again I should use the *Times*, running double column ads of about sixty lines three times a week. If I tap you lightly on the arm, thus, you do not feel it, but if I keep it up for half an hour it will become painful. So with newspapers. You must hammer away at the same readers in

the same place day after day. The man with \$5 to spend in newspaper advertising usually makes the mistake of trying to scatter his money and get \$10 worth of advertising, whereas the only profitable method is concentration.

"Of late years my advertising has been almost wholly confined to literature. I don't believe that results can be attained with ordinary circulars, so I invent novel folders and new ways of distributing them, and of attracting attention to their contents when they are in the reader's hands. There are a good many different kinds of people in this district, and I aim to interest each one on the side of his profession or business. Here is a little card that went to jewelers, for example. It is done in an odd color combination, and reads 'As pure as gold and as bright as a diamond is the intellect of the man who buys his haberdashery of S. M. Jackson.' Here is another that went to printers. It contains a piece of type in a little envelope and reads 'When out of sorts the type of haberdashery sold by S. M. Jackson will complete your take.' Here is a folder in the form of an insurance policy, for the insurance men, a legal folder for the lawyers, a folder for the tobacco men, a message on a facsimile telegraph blank for the brokers, who receive dozens of messages daily. Here is one addressed to the business woman, and you will notice that it contains more argument than those for men. Women are the real readers of advertising. They read ads as a religious duty every day. This last one calls attention to our ladies' department, and by way of securing names to use in advertising this department we offered a handsome silk card case to every lady who would send us the names of six business women in this locality. The response was very satisfactory, and we got a good list. In addition to these names we have thousands that have been acquired in other ways, all listed by occupations where possible. Most of this literature is sent by mail, though we sometimes use Boyd's City Dispatch. Trade directories help us to names of men in the

different lines of business. One thing we avoid as much as possible, and that is sending literature to the heads of firms. They receive a great deal of advertising matter daily, and are difficult to interest. I believe in going after the wage-earner—clerks, mechanics and so forth. They are the people who buy most, who are open to advertising arguments, and who receive little literature at the shop or office. As near as possible we try to hinge novelties on news events. When the kissing-bug scare was on a few summers ago I sent out a novelty that was widely copied everywhere—the little arrangement of wire and rubber, folded in a piece of cardboard, which flew out when the folder was opened. And when the small-pox epidemic was at its worst two winters ago I got out a large white button with the words 'I've been—Don't touch—still sore.' These were pinned to the arms of half the men on the floor of the Stock Exchange. They were sent out with a personal letter. Another device was a letter with a cancelled two-cent stamp and the words 'Opened but not read.' It had the appearance of a letter that had been opened by mistake, and was sure to attract attention. Literature must be presented in novel ways, or it stands nine chances in ten of going to the waste basket, especially in busy New York. Some years ago we sent out 12,000 samples of our ten-cent collars through the business district, each inclosed in a small box with a slip notifying the recipient that it could be exchanged for his own size and style at the store. Another excellent advertisement is our telephone book, which is substantially made with a marginal alphabet for reference and blank pages for the names on one's own private list of calls. These take the place of the large telephone directory, and can be found in every business office in this district. We have put out more than 50,000 through Boyd's Dispatch and in response to requests. Here is a device that went to doctors and druggists—a small phial containing a few sugar pills, with an advertising slip attached to the cork by a string. When

the cork is pulled the slip comes out. When the new Majestic Theater opened we supplied the box office with neat ticket envelopes made of cravating silk, bearing an ad on the flap. These were gladly used for the tickets sold for the first night. We never say anything about prices, and seldom mention a definite article in this advertising, which is aimed almost exclusively at men. Men will not read long arguments, and I find it wisest to say something in one bright sentence, tacking on my name and address before readers. If I could put a blotting pad on every desk in this district each morning, with simply the words 'This is the second of May,' and change them daily, it would be a priceless ad, even though my name were omitted. A blotter of that sort is useful in reminding people of the date, and the service would be new. Therefore, it would advertise. I devise all these novelties myself. Do they pay? Well, it is difficult to trace a percentage of return for a dollar spent, but the store is busy, and people mention my novelties. Ours is almost wholly a local proposition—that is, we advertise to get patrons from within ten blocks. The windows are valuable, but as they set back from the sidewalk they are not so readily seen as windows that front directly on the street, or better yet, a corner. This literature keeps us before the public that we want to reach, and though it may only get one man in a thousand, it brings a profitable trade. Good store service and good goods at the right prices do the rest. It is our only medium, and I put into it all that I feel warranted in spending for publicity."

A COUPON SCHEME WITH A DASH OF EXCITEMENT.

A store in Kentucky has been printing a coupon each day in the newspaper. These coupons were good for ten cents on every purchase of \$1.00 or over. On certain days, unknown in advance to anybody but themselves, they print twenty-five cent coupons, good only for the next day.—*The Zenith, Duluth, Minn.*

The merchant who considers the money spent for advertising is simply a donation to the printer—usually is correct in his belief.—*Omaha Trade Exhibit.*

DEPARTMENT STORE ADVERTISING.

WHAT THE BIG STORES HAVE DONE FOR ALL KINDS OF ADVERTISING AND WHAT THE NEWSPAPERS HAVE DONE FOR THE BIG STORES—ESTIMATED EXPENDITURE IN GREATER NEW YORK—THE DEPARTMENT STORE CYCLE—OPINIONS OF A VETERAN DEPARTMENT STORE MAN.

Conservative estimates place the advertising expense of the leading department stores of New York and Brooklyn at \$2,000,000 yearly. I believe this estimate is too low. An experience of more than thirty years in the big stores, both in merchandising and advertising, has qualified me to make a guess as good as anybody's. I think \$3,500,000, a conservative estimate. Fair estimates of expenditures of individual stores show a total even higher:

John Wanamaker.....	\$500,000
Siegel-Cooper Co.....	400,000
Simpson-Crawford Co....	400,000
R. H. Macy & Co.....	350,000
Adams Dry Goods Co.....	300,000
Bloomington's.....	300,000
Hearn.....	250,000
Ehrich Bros.....	200,000
Frederick Loeser & Co., Brooklyn,	200,000
Abraham & Straus, Brooklyn.....	200,000
Rothenberg & Co.....	175,000
H. O'Neill & Co.....	150,000
Saks & Co.....	100,000
B. Altman & Co.....	100,000
A. D. Matthews & Sons, Brooklyn,	100,000
Chapman & Co., Brooklyn.....	100,000
Stern Bros.....	75,000
H. Batterman, Brooklyn.....	75,000
Lord & Taylor.....	50,000
Koch & Co.....	50,000
Arnold, Constable & Co.....	35,000
Small department stores.....	50,000

\$4,160,000

This expenditure is about twice that paid for rent by the big stores. Advertising is exceeded by only one other item of expense—that of salaries and wages, which is about double the advertising appropriation. Practically all this publicity is newspaper advertising. Only one department store is in the street cars, and but two or three use boards. These, with literature and all other media, are merely supplemental to newspaper advertising. The newspaper ad is the voice of the department store, its only means of communicating with the public. The store of to-day is

the creation of newspaper advertising, and the newspaper of to-day is largely the creation of the department store. The effect of these two forces working together, not only upon each other, but upon the whole fabric of business and advertising, can hardly be appreciated by men who have not seen the beginnings of present-day retailing.

Ten years ago the advertising expenditure of the New York department stores was less than one-half that of to-day. Twenty years ago it was less than one-tenth. Thirty years ago it was a minute fraction. General advertising, mail order advertising, trade journal publicity and other lines are developments of the retail methods that came into existence about twenty years ago. Patent medicine advertising alone had vigor before this time, and its development in recent years is also due to the department store. There was no clothing publicity, no shoe publicity—none of the many lines now seen in newspapers and magazines. About 1880 the New York stores began to realize the value of newspaper publicity, after having used it experimentally for ten years. They found the principle of this force—"advertising the right goods at the right time at the right price." Competition cut down prices. That has always been the effect of retail advertising. This stimulated consumption. When prices went down to a point not dreamed of before, the public bought more goods. Better grades were demanded. A taste for dress and refinement in homes was developed. Manufacturers found it necessary to make better goods, and more of them. The greater demand naturally called for the newest machines. American inventive genius was directed to making fabrics and articles that had always been imported. We were large importers of dress fabrics and silks twenty years ago, chiefly from France and Germany. The French still sell us considerable quantities of fine fabrics, but we now make all the German goods ourselves. Our manufacturers produce things to-day that they would

not have attempted ten years ago, and the output is manifold what the importation was. Retail advertising has had as much to do with the development of our industries, I am convinced, as the protective tariff, and its effect has been to expand every line of trade and business, and to stimulate advertising where it was not dreamed of before. This stimulus has only been begun. It works on and on, endlessly. Mail order advertising is an outgrowth of the demand created by the department stores for better retailing methods. By far the greater percentage of general advertising leads into a retail store.

Shopping thirty years ago was a species of drudgery. To obtain even materials for a dress it was necessary to visit a half dozen stores. When things for the home were needed it meant a day's buying. The department store has changed all that. Everything is to be had under one roof; goods are the newest, competition keeps prices down to reasonable figures, there is an excellent delivery system, and the shopper is under no obligation to buy. Competition corrects all exaggeration in the advertising. Store service is often made the subject of newspaper jokes, but in reality it has got beyond that stage. The department store needs a highly trained working force of clerks, and they must be kept all the year round. Right here comes in another wonderful feat of advertising.

The dry goods business had two busy seasons in the old days—spring and fall. Long periods of dullness lay between them. The department store pioneers soon found that their establishments must be busy every month—every week. So a regular cycle of business has been created. The holiday trade, lasting from November 15 to Christmas eve, is the very pivot of the business. The week before Christmas is the biggest by many times of any period in the year. January, which was a dull month under old conditions, has been made the season for clearing

sales of furniture, crockery, glassware and house-furnishings, and by persistent advertising and shrewd merchandising the public has been brought to spend money freely in that month. The January sale of white goods was originated by John Wanamaker to make January business. There is no reason on earth why women should buy white goods in January—they might as well buy mosquito netting and palm leaf fans. Wanamaker made reasons by laying in tempting stocks months ahead and marking them at prices that forced sales. Advertising did the rest. This sale of white has been adopted by department stores far and wide. It is a January feature. February, duldest of all months except August, was the season between seasons in old retailing days. Now it is the time of activity in departments that seldom put forth any marked effort at other seasons of the year—silverware, leather goods, floor coverings and so on. Spring goods are shown, but only nibbled at until March, when spring selling begins in earnest, lasting until the Easter season, which is a time for selling ready-to-wear clothing of all grades for men, women and children. This trade runs well into June, when the hot weather selling begins. The hot weather business of to-day is a new business, largely created by advertising, and it is an exceptionally fine business. August, formerly another baneful month between seasons, is now the time for putting forward house furnishings and remainders from hot weather stocks. By advertising, with prices that will bring people out in the hottest weather, it has been made an excellent month. Many salespeople take their vacations in August, however, and the big stores' trade falls to the lowest ebb of the year. September ushers in the new fall goods, and this leads into the holiday business. This cycle is so entirely a creation of advertising that it is not possible to conceive how it could have been established without advertising. Results such as these have taught department store people to look upon news-

paper space as an investment—not an expense.

While the department store owes much to the newspaper, the latter owes as much to retail advertising. Foreigners who come to this country are immediately struck with the size, cost and cheapness of our Sunday papers. Well, the apple of the department store man's eye is the Sunday paper. In it he makes his most important announcements, and his largest. It is his money that pays the cost, and for him the Sunday paper has been made so interesting that it now circulates into every crossroads hamlet by sheer attractiveness. Next comes the evening paper, which has grown so prodigiously the past decade. The department store could not do without it. The morning papers are used to a generous extent, but it is the general opinion that they stand last.

The tendencies of the department store are most interesting to those who like to speculate about the future. Remember, the greatest growth in New York has come in the past decade. Ten years ago there was no Wanamaker store in New York, no Siegel-Cooper Co., no Saks & Co. The Simpson-Crawford and Adams stores were but one-quarter their present size, as was the Macy business. We have in New York and Brooklyn to-day at least ten departmental establishments that are twice or three times the size of any store doing business here in 1894. The advertising expenditure has increased, as I have said, more than fifty per cent. Yet with all the millions poured out for newspaper space, there is not a dollar wasted, nor a dollar too much spent. It is all calculated advertising, with results definitely fixed. Every dollar counts, and if the appropriations were reduced it would be reflected in decreased business at the stores. In the past ten years there have been some important mergers of department store interests. Mr. Siegel will have two establishments with the completion of the new Fourteenth Street Store, and both will be heavy advertisers. The Clafin interests control the O'Neill and

McCreery stores, with partial control of the Adams Dry Goods Co. All three spend more for advertising now than when they were owned separately. The tendency of the big stores is to grow bigger and to increase in number. Each addition to the retailing community means an addition of newspaper advertising. There are not too many stores. There have been no important business troubles among them in ten years. They grow with the growth of population. Consider the growth in ten years. Consider the sound conditions to-day. Who shall say what the next ten years will reveal in department stores? Who will venture to predict the effect they will have on newspapers and advertising?

The New York stores reflect like conditions in every other important city. I believe that they are the leaders, and that their advertising is, as a whole, at the top notch of efficiency. In Chicago and Philadelphia, where the editions of the daily papers are smaller, the advertising is more cleanly printed and looks better. The colossal editions of the New York papers most patronized by department stores necessitate hurried printing, particularly in the Sunday editions, and the advertising suffers. But in point of results it will hold its own. In New York the Sunday editions that carry the most department store advertising are the *Herald*, *World*, *Journal* and *Sun*, in the order named. The evening papers stand thus: *Journal*, *World*, *Sun* and *Telegram*. The morning *World*, *Journal*, *Herald*, *Times* and *Sun* carry department store advertising in the order named. Wanamaker and Simpson-Crawford Co. spend nearly all their appropriation in morning papers. I simply state truth, and without enmity, when I say it is the general opinion among department store people that these two advertisers could use evening papers to better purpose. A VETERAN.

"For it Down" is a vest pocket memo book from the Post Express Printing Co., Rochester. The idea is old, of course, but has been carried out in an admirable way.

REACHING THE INVESTOR.

A great deal, good and bad, is heard about the capitalist, but very little about the investor. Yet it is the latter who makes progress possible—the professional, salaried or business man who has something over and above his income to put into new enterprises. He takes most of the hazards, and it is difficult to see how the world would get anywhere without him. The investor has made France one of the richest nations on the globe—not the “high financier.”

In the United States there are almost as many investors as schemes to utilize their money, and the class is steadily increasing. Advertising plays an important part in attracting their capital to new enterprises. Investment brokers utilize certain mediums to reach clients, and the volume of their advertising is growing in common with other fields of publicity. The investment broker must not be confounded with the many promoters of cheap mining, oil and manufacturing companies that have been conspicuous by sensational advertising. He acts as the agent of the investor, not the promoter of a single enterprise, giving the benefit of experience in investigating investment opportunities and often placing his client's funds in stocks that are guaranteed by responsible trust companies in respect to the principal.

One of the most active firms of investment brokers in New York from the advertising standpoint is Mitchell, Schiller & Barnes, 52 Broadway. Their little monthly magazine for investors, *Cent per Cent*, has been mentioned by the Little Schoolmaster. A *PRINTERS' INK* reporter recently called on William Henry Baker, the firm's advertising manager.

“This firm is about five years old, and has advertised in different ways since starting business. All advertising is supplementary to correspondence and personal interviews. To take care of clients we have offices in Pittsburg, Cleveland and St. Johns, N. B. Advertising finds the investor first, and by means of *Cent per Cent* and our literature we interest him. Sooner

or later he is brought to the correspondence point, or we have become convinced that it is wisest to drop him. How do we find the investor in the first place? In various ways. In our files here are fully 50,000 names that have not been used as yet, gathered from many sources. These we circularize and work with *Cent per Cent*. Other names come through our magazine or newspaper advertising, while still others are given us by clients—by far the best class of names we get. Then we experiment. Somebody has said that nine out of every ten men make investments at some time. The investor crops up in unexpected places, while again he is conspicuously scarce in places where he ought to exist. Not long ago, for example, we circularized 500 names of merchants in New York City, all in one line of business that calls for a semi-professional education and is fairly profitable. To all intents and purposes these 500 merchants should have money to invest and intelligence to invest it. Reply postals go in all our circulars, for the thing we continually solicit is an expression of opinion—something to work on. Only six of these cards came back, and two were from persons not on the original mailing list. Eight merchants returned the postals unsigned. Seven took the trouble to say that they were not interested. We shall always be a trifle wary of that line of business hereafter. Sometimes we experiment in certain territory in the same manner. Our follow-up system is as complete as we can make it. Everything is kept track of, and when we are positive that literature or *Cent per Cent* is going to somebody not interested in investments we stop at once. But if a man shows interest we never let up on him. Complete statistics are kept of our general advertising. Some of this in the magazines is confined to general advertising of the firm. Again, we undertake a heavy campaign in newspapers and magazines to push a certain stock. Our most extensive operations were those on behalf of the Obispo Rubber Plantation Co. Newspapers.

magazines, farm and religious papers were used, and in each case replies were credited to the medium that brought them, with sales of stock, actual receipts, and so forth, so that when the campaign was over it was possible to see just what each reply cost, and each sale, and whence it came. Some mediums cost as much as 470 per cent of the sales of stock effected, while others brought returns that made the advertising cost as low as one per cent. This is a wide range, but not unusual with a large list of newspapers. Another thing we keep watch upon is the percentage of mere curiosity shown by a publication's readers. I mention no names in giving these results, but can say that some mediums bring plenty of requests for information and little actual business, while we sometimes find that the medium which effects the most sales of stock brings almost no replies from the curious. Here's one publication that brought twenty-three requests for further information and one order out of the twenty-three. Right below it is another that eventually sold stock to eleven persons, while the requests for information following the advertisement were only three! We also make tabulations of the territory that yields the best returns. Taking 100 as a basis for estimating, we find that thirty-seven per cent of the investing classes live in the North Atlantic States and thirty-one per cent in the North Central States. The remainder are in the South Atlantic and South Central groups. Thirty-eight per cent live in large cities. Ohio is an excellent State, and we get good returns there because our men call immediately on prospective clients from the Cleveland office. The office in St. Johns, N. B., also does a good business with Canadian investors. Women are not very satisfactory clients, and not responsive to investment advertising. They prefer the greatest margin of safety with a low rate of interest, and also lack knowledge of business. Some of our most agreeable clients are women, however.

"Cent per Cent is now in its sec-

ond volume, and has been the means of bringing business and establishing relations with new clients. The circulation varies. Sometimes we print 3,500, and again 20,000, according to our mailing list. The paper costs about four cents a copy to publish and mail. We buy articles on financial topics in the open market, and while *Cent per Cent* contains information about the companies for which we are selling agents, such as monthly reports, the aim is to make a financial magazine of general interest. We endeavor to create a healthful distrust of Wall street on its speculative side, and of all speculation, in fact. Some of our articles come from experts in coal, rubber, the telephone situation or other matters that have bearing on our investments. We have a good-sized list of subscribers at fifty cents a year, and the magazine is also handled by the American News Co.

"Much depends on determining the people who are interested and those who are not, cutting off the latter. A follow-up system comprising a monthly magazine and six or eight letters is costly. Each piece of matter sent out has reply cards or blanks that make things easy for the recipient. In the January *Cent per Cent* we printed a ballot list whereby, with a few check marks, the reader could indicate what lines of investment interested him most. The replies to this were numerous and gratifying. On envelopes containing costly printed matter we print a little formula that, when returned, enables the postmaster to tell us whether it was refused, or the addressee could not be found. We conserve advertising energy in every way possible, not for the sake of economy, but that wasted advertising may be turned in a profitable direction."

A "STRANGERS' DIRECTORY" of Boston, arranged concisely in alphabetical form, is one of the Boston *Evening Transcript's* recent novelties in advertising literature.

As an indication of its home news quality the *Evening News*, Franklin, Pa., prints a folder containing a complete list of its country correspondents, over seventy in number.

COPYRIGHT FOR ADVERTISING.

Advertising matter is very real property, representing a large outlay of money, thought and labor. A series of magazine or newspaper ads or a system of follow-up literature calls for a larger investment of money and brainwork than goes to the production of the average novel. Yet this property is almost wholly without protection. It is at the mercy of the pirate and advertising thief as soon as printed. Every advertising man and every advertising agency can cite instances in which advertising ideas have been stolen bodily. Few have ever obtained redress. One year is the average period in which an advertiser enjoys undisturbed and rightful possession of an original method, a new commodity or a newly developed field of advertising. At the end of a twelve-month he will be a fortunate exception to the general experience if thieves and imitators are not upon him hot and fast, selling shoddy substitutes for his goods at lower prices and stealing his advertisements and literature word for word. An advertiser of broad views who discovers a need of the public and introduces a commodity to supply it would seldom object to fair competition, knowing that the world is large and that there is room for all honest enterprise. But the advertising pirate is always the charlatan in the first place, and always steals advertising and methods. He never originates, but helps himself to the property of others because there is no way of protecting his property. Advertisements cannot be copyrighted under the present law. Advertising illustrations may be copyrighted according to a recent decision of the Supreme Court, and advertising literature in the form of a booklet is entitled to entry. But copyright in the present sense is simply a matter of record, forming the basis of a civil suit for damages in case of infringement. The law was originally framed to protect works of art and literature. To become a pirate of books or pictures needed considerable capital, and the hazard was seldom taken.

The advertising pirate, however, is usually a person or agency of no business or financial standing. Suits against irresponsible concerns are fruitless. About a year ago a New York advertiser put upon the market a dollar manicure outfit which was advertised in general mediums through the sale of a manual on the care of the hands, selling for ten cents. This little booklet contained real information, compiled carefully and at considerable outlay. It was copyrighted. Yet during the year it has formed the nucleus of two or three similar booklets issued by pirates, and recently a Chicago advertising agency, preparing a like manual for a client, stole it bodily. Pages were reproduced word for word and the agency had the hardihood to submit copies to advertising journals for criticism, putting it forth as an original production. A civil suit would bring hardly any redress. During the past fifteen years there has come into existence a mass of property in the shape of advertising that is subject to such theft. With it has grown a need for protection. Advertising has already influenced legislation for the betterment of the postal service, and is the chief influence behind the demand for a postal currency and a parcels post. One of the next legislative measures advocated may be a more stringent and comprehensive copyright law.

Don't waste any words when talking to women in ads. Women rather like detail, but detest frivolity.—*Omaha Trade Exhibit.*



A GOOD MEDICINE AD.

DEPARTMENT STORE NOTES.

After extensive experiments with New York daily papers the Simpson-Crawford Company has decided to spend the greater portion of its newspaper advertising appropriation in the morning journals. A full-page appears in both the *Herald* and *Times* daily, and the copy for both is very nearly the same—rather an unusual fact in New York, where each paper has a distinct following. William H. Campbell, advertising manager of the store, says that the morning papers go into the homes of the women he wants to reach. The Simpson-Crawford establishment is essentially high-class, and there appears to be wisdom in the stand taken, as John Wanamaker has long used the morning dailies more extensively than the evening journals. Afternoon advertising has been cut down in the past six months. It is not likely that Mr. Campbell would care to say anything against afternoon papers as a class, for these probably reach more people in New York who patronize department stores than the morning papers, but their readers are such a clientele as is most profitable to stores carrying popular-priced goods. The Simpson-Crawford Company is now second among New York department stores in point of newspaper advertising. Its expenditure amounts to about \$300,000 yearly. John Wanamaker is first, and competent authorities estimate his yearly bill for newspaper space at \$350,000.

There is a decided tendency among all department stores to carry better grades of goods, eliminating the shoddy that came to be identified with them during their infancy. This is particularly noticeable in the stocks of Macy and Siegel-Cooper, it is said, while the cheap classes of goods have passed on to large stores on the east side. The tendency is shown in another direction, for such new establishments as have been launched recently are of the better class. This indicates that the department store is settling into a permanent institution. So long as it was on a cheap, sensational basis there was room to question its permanency.

New York department stores find it profitable to advertise in Brooklyn, but only certain classes of goods, according to an authority. Brooklyn stores seem to be unapproachable on dry goods and the cheaper groceries, and people cannot be drawn across the East River to purchase them. But when it comes to fine foods, clothing and house-furnishings the New York stores have the advantage, and for that reason use Brooklyn papers extensively. Brooklynites and suburbanites buy many things near home, but when something fine to eat, wear or put into the home is needed they come to New York as a matter of course. If they buy nothing better than can be had in their own locality, they are at least satisfied that there is nothing better at the price they paid.

Of all advertising men the manager of publicity in a large department store probably works hardest. Not only is

there a greater quantity of advertising to plan, write and supervise weekly than in any other business, but the instant nature of this publicity and its variation according to weather and yesterday's results, make the adman a sort of news editor. The strain is said to be as great as that of morning newspaper work. The sheer size of a modern department store, all under the advertising man's charge so far as selling is concerned, makes it difficult to keep track of, while the chances for results going askew are as a dozen to one in any other business.

Columbus was making his first trip across the Atlantic.

"But, why," asked the sailors, "do you always go west?"

"Ain't that what the elevated road advertisements tell you to do?" he demanded.

Angered by their lack of perception, Columbus proceeded on his course.—*N. Y. Herald*.

They say that faith is dying out

And so we have been told,

But yet consider the amount

Of hair-restorer sold!

—*Brooklyn Life*.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Kligger Press, second hand, for roll paper. Address "PRESS," care this office.

HAVE few hundred dollars and services for promising legitimate proposition. "PARTICULARS," Printers' Ink.

ADWRITER (M) desires position in North; capable of doing first-class work. Address Lock Box 429, Monroe, Louisiana.

MORE than 24,000 copies of the morning edition of the *World* are sold in Greater New York every day. Sends any two other papers.

WANTED—For largest department store in Kansas, experienced a writer who understands mail order business. "E," care of P. I.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 228 Main St., Springfield, Mass.

WANTED—A case of bad health that RIFANS TABLETS will not benefit. A hundred millions of the Tablets have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

ANY retail business, clothing, shoe or department store wishing a clerk and adv. writer will do well to correspond with me. Single (25) and gilt-edged reference. Address "S. G.," care of Printers' Ink. Prefer west of Chicago.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

WOULD consider proposition from experienced advertising man, with satisfactory references, to purchase interest in trade publication which is the only one devoted to a certain important industry. "W. N. R.," care P. I.

PARTNER WANTED—Sell third interest well established newspaper 50 miles Phila. Entire plant new. Owner, not a print, needs partner take charge composing room. Not question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$5,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.

E. S. EVERETT,
36 Ackerman Building,
Binghamton, N. Y.

YOUNG MEN AND WOMEN
Y of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite B, 212 Land Title Bldg.,
Philadelphia.

ADVERTISING MANAGER, now holding a leading position with one of the largest agencies in Chicago, desires position away from the Great Lakes on account of his wife's health. Atlantic Seaboard or South preferred.

Is the author of some of the most successful campaigns in the country; has made booklet and jungle writing a specialty; is exceptionally versatile and possesses marked executive ability. Highest references.

Address "EXECUTIVE" care of Frank H. Thomas, 1835 Marquette Bldg., Chicago.

ARE YOU SATISFIED
A with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HARGOODS (INC.),
Suite 511, 308 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 529, Monadnock Bldg., Chicago.
Suite 1235, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$2,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert,
21 Temple Court, New York.

\$15 TO \$25 a week at the outset—\$30, \$40 or \$50 a week a little later on—is what you can reasonably expect after completing our correspondence course in advertisement writing. If you have an ordinary school education, plenty of energy and a real determination to succeed, we will guarantee to make a successful advertising man of you. If you are in business for yourself we will teach you how to increase your business without increasing your expenses. Our rates are low and terms easy. You can master the study during your spare evening hours. Our course is the only thorough practical one. It is the outcome of our fifteen years of advertising experience. We have spent more than a million dollars in successful advertising. We control and direct more high-class advertising at the present time than all other advertising instructors combined. Our school is indorsed by the greatest publishers, advertising experts and successful graduates throughout the United States. Write to-day for our free booklet, "How and Where to Learn Advertising." This is the most comprehensive and instructive booklet ever published by an advertising school. Address

WELLS & CORBIN,
Advertising Experts,
2nd floor, Land Title Building,
Philadelphia.

MAIL ORDER.

HERE is a puller. I received 103 ten-cent orders from a little two-line ad in one paper, one time, costing 40 cents. Legitimate, and brings more orders. Will send copy and particulars for 50c.

S. C. SULLIVAN,
Box 51, Erie, Pa.

SEND 10c. for 12 numbers of **THE BUSINESS ARENA**. It's brimful of money making ideas for hustling advertisers and mail-order men—tips, inside tips, that produce business. And in its columns subscribers will be given free advice, suggestions and criticisms as to their plans and literature. No samples. **THE BUSINESS ARENA**,
129 Haverhill Street,
Lawrence, Mass.

ADVERTISEMENTS WANTED.

HARDWARE DEALER'S MAGAZINE. Circulation 17,000 (C.C.). 253 Broadway, New York.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.**, Statesville, N. C.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CIRCULATION CONTESTS.

CIRCULATION CONTEST IDEA—In an address before the Michigan Press Association in Detroit last January I said, "We have a circulation scheme which brought us in \$1,300 cash after a sixty days' campaign; last fall." My talk was printed in some craft papers, and many editors have written for the plans of the scheme. Charity is all right, but it does not pay for my time. If you want to make \$1,000 in sixty days and please your subscribers (including the new ones you'll surely get) send me \$1 for the idea fully outlined. If the idea is no good tell me and I'll send the dollar back untouched. No dollar, no reply. No satisfaction, dollar goes back prepaid. Address R. M. ANDREWS, Editor *Herald-Leader*, Menominee, Mich.

PUBLISHING BUSINESS OPPORTUNITIES.

YOUNG man, with hustle, Can buy weekly trade paper; Must have about \$7,000. Paper now paying its way. Fitch, push and perseverance Will make this paper Worth \$25,000. Delay not; Somebody is going to get a snap Write to-day.

EMERSON P. HARRIS,
Periodical Publishing Property,
253 Broadway, New York

TYPEWRITER RIBBONS.

THE "RIBBOTYPE" is the very best and cheapest ribbon ever put on the typewriter. To extend our trade we will, on application from any business house, send a trial "Ribbotype," which need not be paid for unless it proves satisfactory. Prices: One for 60 cents; two for one dollar; five for two dollars. All colors and machines.

CLARK & ZUGALLA, 100 Gold St., New York.

RUBBER STAMPS.

FORTY CENTS pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. **A. EMBREE PRINTING CO.**, Belton, Tex.

TRADE JOURNALS.

HARDWARE DEALER'S MAGAZINE. Circulation 17,000 (C.C.). 253 Broadway, New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C.D.). 253 Broadway, New York

INSTRUCTION BY MAIL.

YOUR DOG CAN READ PEOPLE at a glance. Can you? **WE CAN TEACH YOU** to read people like open books—to know their characters, talents, strong and weak points.

TAKEN ONLY TEN WEEKS and \$10. Easy study and easy payments. We deliver the goods or refund.

NO NONSENSE about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

IN USE TWENTY YEARS. Pupils all over world. Only two kicks so far. Mention P. I. and sample pages will come.

SCHOOL OF HUMAN NATURE,
Athens, Ga.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO, 245 E'way, N. Y.**

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

INDEX CARDS.

IF you would save money on your index card supplies, buy direct from
STANDARD INDEX CARD CO.,
Hittenshouse Bldg., Phila.
Mfrs. of Index Cards exclusively.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE,**
Mfr., 175 Vermont St., Buffalo, N. Y.

ADDRESSES FOR SALE.

COMPLETE list of voters in Arkansas—classified lists—ladies' names. **NEW. MYRTA GOODMAN, Dardanelle, Ark.**

5,202 FRESH NAMES of farmers on 42 rural routes in N. Y., printed and postpaid, \$1. **CLARK & CO., Kenmore, N. Y.**

3,500 PROSPEROUS Iowa Farmers all taxpayers, names and correct address, under township headings, book form, just out. Prepaid, \$6; remittance with order. Iowa farmers will harvest a record-breaking crop this year. **JAMES E. DOWNING, Messenger Block, Fort Dodge, Iowa.**

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

We would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO., 61 Ann St., New York.**

NEWSPAPER HALF-TONES.
\$23, 75c; \$33, \$1; \$43, \$1.50.
Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener. A remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIPANS CHEMICAL COMPANY, No. 19 Spruce St., New York.**

COIN CARDS.

33 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO., Detroit, Mich.**

HOUSE-TO-HOUSE DISTRIBUTING.

THERE is only one agency that has an established reputation for a systematic house-to-house distribution of advertising of all descriptions in all towns and cities of importance in the United States. Every piece of matter is placed by men who are reliable, experienced and who make this an exclusive business. Can give references from many leading advertisers.

WILL A. MOLTON,
National Advertising Distributor,
443 St. Clair St., Cleveland, O.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascaet boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOFFER COMPANY,
11 Verona Street,
Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

PRINTERS.

PRINTERS. Write **R. CARLETON,** Omaha, Neb., for copyright lodge cut catalogue.

PRICE CARDS.

SEND for samples of the handsome price cards we sell at 50 cents the hundred, \$5.00 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. **THE BIDDLE PRICE CARD CO., 10th and Filbert Streets, Philadelphia.**

STOCK CUTS.

CUTS suitable for advertisers, retailers and publishers. The best selection ever offered. Send 6c. stamps for complete catalogue to **PRINTERS' INK PRESS, 45-47 Rose St., New York.**

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. **H. S. & A. B. LACEY,** Patent and Trade-Mark Experts, Washington, D. C.

"POINTS FOR PRINTERS," 40pp. "Full of happy ideas and good values." "Compact, complete manual for printers." 50c. postpaid. **W. L. BLOCHER, Dayton, O.**

EVERY-DAY information for the Non-Printer Advertising Man.

CONCERNING TYPE CONCERNING TYPE

A Handbook for Users of Printing.

64 pp.
Price 50 cents (Postpaid)

TELLS of what type is made, and how it is divided into body and display faces (showing twenty styles of type in seven sizes); explains the point system; gives valuable suggestions about the making of all kinds of cuts; contains a comprehensive and exhaustive dictionary of printing terms, abbreviations, etc.; abounds with numerous, ready-reckoning tables, and is overflowing with sound, practical information regarding the preparation of copy, proofs, proofreading, proofreaders' marks, paper, presswork, binding and a hundred and one other things every one handling printing should know—but don't know.

"An excellent handbook for the use of advertisers and those who supervise printing. Few books on the subject contain so much plain, reliable information for the non-printer, and there are facts that will often be needed by the expert printer."—*Printers' Ink.*

A. S. CARNELL, Publisher,
167 West 102d Street, New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. Addressing done at low rates. WALLACE & CO., 32 Murray St., New York; 519 Pontiac Bldg., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

R. F. JOLINE & CO.,
123 Liberty St., New York.

FOR SALE.

FOR SALE—Evening daily and weekly newspaper; politics democratic; in county seat; town of Ohio; population 35,000. Address "W. E.," care Printers' Ink.

FOR SALE—Complete set Weather Forecasts for 1905. Suitable for almanac. Prepared by noted astronomer. Price on application. Address "A. O. B.," Printers' Ink.

COUNTRY weekly newspaper. Best section of California. Value, \$5,000. Terms if desired. If you wish to make a change for health or profit investigate this. B. C. NICHOLS, Mountain View, Cal.

FOR SALE—Two latest model Simpler type-setting machines. Two years old; bargain. Cash or time. We got them by consolidation of two daily papers. Write
THE HERALD-LEADER CO.,
Menominee, Mich.

FOR SALE—Only job office and newspaper in Western Pennsylvania town of 1,700 inhabitants. Business \$2,000 per year, netting almost 50 per cent. Price, \$3,000 \$1,500 down, balance to suit. Address "C. W. B.," care of Printers' Ink.

PRINTING INK MANUFACTURERS—A formula for making the German printing ink drier and reducer; for sale. The only formula producing a strong drier; meeting all requirements for quick drying of inks, etc. Address "LORIMER," care of Printers' Ink.

FOR SALE—No. 6 standard latest model newspaper, book and job press. Two years old; perfect condition; bargain. Cash or time. We got it by consolidating two offices, giving us too much machinery.

Address
HERALD-LEADER CO.,
Menominee, Mich.

FOR SALE—The printing plant of the Indianapolis *Journal*, including presses, linotypes, motors, type, etc., is offered for sale, because of the absorption of the *Journal* by the Indianapolis *Star*. The material is all in first-class condition, much of it being entirely new. Particulars and prices will be promptly furnished on application to F. L. FURDY, care Indianapolis *Star*, Indianapolis, Indiana.

MAGAZINE FOR SALE—High-grade monthly home magazine, four years old. Present paid circulation 6,000 (at 50 cents per year). Circulation has been 12,000. Excellent chance for young newspaper man to work for himself. Owner is a lumberman whose partner in the magazine has retired. Investigation solicited. Address "LUMBERMAN," Room 1308, Tribune Bldg., Chicago, Ill.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (C). 253 Broadway, New York.

PREMIUMS.

WRITE for information regarding our premium and advertising clocks.
BAIRD MANUFACTURING CO.,
30 Michigan St.,
Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains premiums suitable of all descriptions, including a special cheap talking machine; \$30,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. FRANK LUM CLERK, Lyon & Healy, 109 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 50c issue now ready; free. S. F. MYERS CO., 426 W. 43-30 43 Madison Lane, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PASTE labels on boxes, bottles, cans, jars or any article that requires a label with Bernard's Cold Water Paste. Our free sample demonstrates its merits. BERNARD-HOLMES AGENCY, 46 North State St., Chicago, Ill.

DOXINE—A non-explosive, non-burning substitute for kerosene and gasoline. Doxine tempers and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the DOXO MAN'FG CO., Clinton, Ia.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. SMITH PRINTING CO., 31. Broadway, Toledo, Ohio.

ADVERTISING NOVELTIES.

"MYSTIC WALLET"—the advertising novelty. Sample free. See "Little Traveler" catalogue, 4c. THE SOLIDITY NOVELTY ADVERTISING WORKS, Knoxville, Ind.

ADVERTISE your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

PULVEROID SIGNS; lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. F. F. FULVER CO., Rochester, N. Y.

THE latest novelty. Parisian Weather Indicator. Can be mailed in 4c envelope, penny postage. \$25 per thousand, including imprint. Send 4c. for sample. FINK & SON, 4th, above Chestnut, Philadelphia.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

PREMIUMS OR CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.
WICK HATHAWAY'S 'ERN, Box 16, Madison, O.

ADVERTISING CLOCKS Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information.
BAIRD MANUFACTURING CO.,
30 Michigan St.,
Chicago.

ADVERTISING FOR ABSTRACTERS.

THIS is an age of specialists, and there is now one advertiser who confines himself to advertising for title-guarantee companies and abstracters.

Concentration of effort on one general subject produces results that are missed when the same brain energy is dissipated over a dozen topics, all widely different.

The title business is as inviting a field as bank advertising, and in the hands of this expert as readily lends itself to publicity.

For 31 and the necessary data he sends a sample ad and a plan for increasing business—to abstracters only.

Address GEORGE VAUGHAN, Box 31, Locksburg, Ark.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? B. J. KINGSTON, Michigan Newspaper Broker, Jackson, Mich.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000 (60). 353 Broadway, New York.

GET good customers, "22 Business Bringers." **THE RELIGIOUS PRESS** ASS'N, Phila., Pa.

10 CENTS per line for adv. 3 months in **THE MONTHLY**, 3128 Mainard St., New Orleans.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE TROY RECORD gives wants circulation 1,132 homes daily (average for 1905) in Troy and Central Miami County, Ohio. Thirty words, one week or less, 25c.; each extra word, 1c.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 1,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

1,000,000 TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 24 Park Place, N. Y., or 158 Adams St., Chicago.

100,000 GUARANTEED circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

CHAS. CUSTER, caricaturist, writes those crisp concise ads down at Humboldt, Tenn.

FRED W. KENNEDY, 171 Washington St., Chicago, writes advertising—your way—his way.

A1 ARTIST—100 printed copies of 4-inch ad, your own business, \$1. **GRANT STEELE**, Saranac, Mich.

SPECIAL cuts and special writing for every retail business. Very low rates for 62, **ART LEAGUE**, New York.

FRED M. STEINBISS, Writer and Designer of High-class Advertising Matter, 224 N. 4th Street, St. Louis, Mo.

RETAIL ADVERTISING is my specialty. Let me write your ad. I can increase your business. **GEORGE L. SERVOS**, 2335 Wyoming St., St. Louis, Mo.

ADT. WRITING—nothing more. Been at it 14 years. **JED SCARBORO**, 557a Halsey St., Brooklyn, N. Y.

AD that add to your advantage—bright, new, original kind that swell your bank account. Send data and get our prices. **MILLER'S AD SERVICE CO.**, 19 Hastings St., Chicago.

LOOK TO YOUR ADVERTISING LETTERS. The "Letter Shop" of Franklyn Hobbs, in the Caxton Block, Chicago, is the home of originality in Advertising Letters. Ask for folder, "Bout Advertising Letters."

Leading advertisers are beginning to recognize the difference between effective advertising by mail and haphazard circularizing. Hitch your advertising wagon to a two-cut stamp. I can furnish you with a harness that will "pull" the business. **FRANKLYN HOBBS**, Composer and Editor of Advertising Letters.

MERCHANTS, storekeepers everywhere want our window ad. Bulletin as soon as they see them. Bright, brilliant, original and new. Drop a line for further particulars and free samples. **MILLER'S AD SERVICE CO.**, 17 Hastings St., Chicago.

WRITE YOUR OWN ADS. Full course of lessons in adwriting for the general merchant and department store man in the Cincinnati Trade Review. Send 25 cents for one year's trial subscription to **THE CINCINNATI TRADE REVIEW**, 519 Main St., Cincinnati, Ohio.

I WRITE clear, forcible, convincing magazine and mail-order ads. For two years in Chas. H. Fuller's Advertising Agency I wrote all the ads, booklets, follow-up letters, etc., for the most exacting and particular customers they had, covering a very wide range of subjects, from coffee to patent medicines, health foods and food substitutes to canned goods and investments. Never struck a failure. If you are very particular about your advertising write to me. Refer to Mr. Fuller if you want to. **G. W. JOHNSTON**, 1000 Boyce Bldg., Chicago.

I MAKE a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short, quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story, without any superfluous padding, may be so combined with a novel and tasteful type treatment as to be exceedingly profitable. Would you like to see samples of such work? If so, and your inquiry suggests possible business, I will be pleased to mail you quite a lot. Postal cards will not be noticed. **No. 4 FRANCIS I. MAULE** 408 Sansom St., Phila.

TO ADVERTISEMENT CONSTRUCTORS (Amateur and other). \$200 FOR THE BEST ADVERTISEMENT. \$100 FOR THE SECOND BEST. \$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur-advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 3, 1914—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tablets have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tablets, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tablets have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tablets, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tablets. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to **CHAS. H. THAYER, PRESIDENT, THE RIPANS CHEMICAL COMPANY, No. 10 Spruce St., New York**

An advertisement like the one shown on the opposite side, occupying the space of a whole page in PRINTERS' INK, pearl type, no display, and following the classification of Advertising Media among the Classified Advertisements of the Little Schoolmaster, would cost \$20 for one insertion, less 5 per cent discount if check were sent with order and copy.

An advertisement like that gets no position. The writer had chiefly in mind to give the smaller but meritorious papers of the country a chance to proclaim their virtues through PRINTERS' INK at a rate which he thought they could afford to pay.

An advertisement like that gets no display type, but its peculiar style of setting and the abundance of blank space insure it a display all by itself.

Of course a publisher may suit himself how much matter he wants to put into the page. The whole page admits two hundred lines, the only requisition is the adherence to type and the single column—width—setting thereof.

These twenty-dollar pages afford an effective and economical opportunity to print circulation showings or extracts from "Daily Newspaper Investigations."

If worth the price to you, address, with order and copy,

CHARLES J. ZINGG,

Business Manager PRINTERS' INK,

10 Spruce Street, N. Y.

THE HARTFORD (CONNECTICUT) TIMES.

As the capital of the State and the center of a big insurance business, Hartford is a point of more than ordinary interest.

The people in business there say there is no competition among the newspapers, because the TIMES gets all the business it wants and the other three takes what's left.

(Extract from an investigation of Connecticut newspapers recently made by Printers' Ink and published in that paper of April 13, 1904.)

The actual daily average of the HARTFORD TIMES for 1903 was

16,509 copies

The TIMES is a member of the Roll of Honor.

PERRY LUKENS, Jr.,

New York Representative,

29 Tribune Building, New York.

WHAT PEOPLE READ.

Upon the backs of magazines are baking powders, pure;
Extracted beef, and cocoa, and perfumes good? For sure!
Within are hams and bacon; and buoyant soap, and oats;
Milwaukee beers—each purest; the swellest kinds of coats.

Those lovely billiard tables; that nutrient salted milk;
Such tempting sugar wafers; champagnes "as fine as silk;"
Electric vitalizers, and soups, crabs, sauce, preserves;
Rich coffees, whiskey, chimneys, and goat lymph for the nerves.

What wondrous daily papers! What kidney, cancer, cures!
That baldness can be vanquished, eternal youth assures!
And remedies for all things, they jump from every page—
(S-h-h-h, even form-improvers, to help a woman's age!)

More soaps, a rodent killer, and furnaces that heat;
Steel bathtubs, socks donors to fasten on the feet;
And houses, mantels, ceilings, and tools and pumps; resorts
Where one may freeze or swelter; cigars of many sorts;

And Roosevelt sus-tumties, and razors, safe, and then
Come meshy underclothing and "Honi soits" for men;
Health shoes and schools for drawing; loose ledgers, straight-fronts, chairs,
Typewriters, kodaks, sofas, and "fast-blacks," had in pairs;

Insurance, pens, pianos, cut glass and silver plate;
And diamonds sold on credit; piano pounders great;
Best autos by the dozens; and phonographs galore;
Elastic filing cases, and books—a hundred score!

Then breakfast foods—Be Moony! Good morning, do you use
That remedy for shortness? It beats all high-heeled shoes.
What wealth of table waters! What muscle-culture rare!

The thin, the fat, the drunken, made right "by mail, with care."
There may be stories, essays, and poems, humor, wit,
And pictures of the actors who lately "made a hit";
Some travel, new inventions, a topic of the day,
And illustrations colored in some new-fangled way.

Perhaps these all are printed in every inch-thick book;
Though really it's uncertain—one has no time to look.
But advertisements! Surely, their charm will never pall;
They come unfailing, monthly—and people read them all!

MARTIN E. JENSEN,
Norwich, Conn.

AN INSTANCE WHERE THERE WAS SOMETHING IN A NAME.

I believe even the simple naming of a store has its value as an advertisement. The first year I was in business an advertising circular fell into my hands which contained these words: "Try to make your store not the cheapest store in town, but rather the most satisfactory." I thought it good advice and I pinned it up in front of me on my desk. One day the idea occurred to me that Short's Satisfactory Store would make a good name for my store. I adopted it and I consider it has been of great value to me as an advertisement. I am probably designated as "Satisfactory Store" oftener than by the handle that is registered in the family Bible.—*W. C. Short, Pembina, N. D., in Dry Goods Reporter.*

The bane of the solicitor's life is the man who is always willing to advertise, but is too poor.—*Batten's Wedge.*

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance

H A N O

**Modern Manifolded
Business System for
Avoiding Disputes
with Customers**

**PHILIP HANO & CO.
806 to 814 Greenwich St.**

The Original PEOPLE'S COMPANION

Always a paying medium. Mail order men, send a trial ad. It will speak for itself. Ad rates: 5 cents per line, 50 cents per inch.

**EDWIN DE LONGE, Publisher,
BEWARE OF IMITATORS.**

608 GERALD BLDG., CHICAGO

If your family should be deprived of your support, do you realize in what circumstances it would be left? Protection at the lowest cost, with absolute safety would be afforded you if you took out a new form of policy just issued by big Company which would be a better investment than Government Bonds and at higher interest than Banks allow. Have

LEE & LINKEVIS,
52 William St., New York,
go into this matter with you.

CHANGE OF HEART

It is rumored around New York City that a certain ink man has threatened to issue a circular, exposing the secrets of the ink business and showing the enormous profits made by ink men. This sudden change of heart came about through his losing a very large customer (practically his only customer), and in order to square matters with the competitor who outdid him he intends to revolutionize the trade. He is ten years behind the times, for I threw the first bombshell in 1894, and since then have never missed being on the firing line. This same repentant, considered my price list a huge joke, which it was, compared to the enormous prices he asked for his goods, but now he is anxious to get under cover by following in my footsteps. Send for a copy of my new book, and compare my prices with what you pay for inks on credit. My terms are cash in advance. When my goods are not found up to the standard, I offer no arguments but refund the money with the transportation charges. Address

PRINTERS INK JONSON

17 SPRUCE STREET

NEW YORK



Does Your "System" Trouble You?

The only thing that a follow-up system is good for is to get business.

There has lately been a craze for complicated and elaborate follow-up systems that run into time and clerk hire amazingly.

A follow-up system that can be depended upon to produce results, and at the same time will run smoothly and easily, without your having to bother with it, is the ideal system.

The Ethridge Mail Drummer System gets the business if it can be secured, and lifts all the bothersome details off the shoulders of your office force.

Write us about it, and ask for the little descriptive booklet, "DO MORE AND MAKE MORE."

THE GEORGE ETHRIDGE COMPANY,

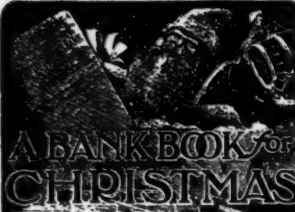
No. 33 Union Square,
No. 210 The Arcade,

New York City.
Cleveland, O.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

This particular morning being



A BANK BOOK for CHRISTMAS

Give the children something substantial for Christmas. Present them with bank books, and begin early to instill in their minds habits of thrift and economy. Each succeeding Christmas you can add to the accounts.

For years many of our customers have been doing this. Parents open accounts for their children, guardians for their wards, uncles and aunts for the numerous little folks whom it is always a pleasure to remember at Christmas time. This year we have prepared a special holiday envelope, and will send all Christmas books out tied with a flow of red ribbon. Accounts may be opened with any amount from \$1 up, and on all such interest will be paid at the rate of

4 PER CENT. COMPOUNDED EVERY SIX MONTHS

Full particulars and booklet telling how to bank by mail sent free. Largest capital and surplus of any savings bank in the world.

Capital \$1,000,000 Surplus \$1,000,000

PEOPLES SAVINGS BANK
Fourth Ave. and Wood St., PITTSBURGH, PA.

No. 1

about the hottest ever, the adver-



PEOPLES SAVINGS BANK
PITTSBURGH

IN ACCOUNT WITH

No. 2

tisement with Santa Claus and a vertisement here reproduced is one

snowstorm in it has a certain refreshing inappropriateness.

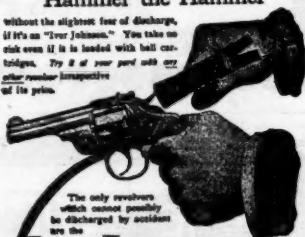
One of the troubles with this advertisement, which is here designated as No. 1, is that an excellent opportunity to tell the story at a glance has been somewhat misused.

In the original advertisement, occupying a quarter page magazine size, the wording on the bank book in the picture was almost illegible, and the fact that the advertisement was one of the People's Savings Bank of Pittsburgh was, therefore, obscured.

The character of the illustration was unfortunate for the purpose

Hammer the Hammer

without the slightest fear of discharge, if it's an "Iver Johnson." You take no risk even if it is loaded with ball cartridges. Try it at your peril with any other revolver irrespective of its price.



The only revolver which cannot possibly be discharged by accident are the

IVER JOHNSON REVOLVERS

These are loaded against a spring, with the hammer down the hammer will not fall unless the trigger is pulled. This is the positive safety of the "Iver Johnson" revolver and it makes a revolver which is safe to use in any emergency, which the hammer revolver is not susceptible to in any way and which is proved.

No Argument is Required as to the Need of a Revolver

to the home, on the office, when traveling. You need not be of awkward alignment, which is now being overcome in the production of every succeeding pattern. Iver Johnson, Springfield and the side by side revolver, which is now being overcome in the production of every succeeding pattern. Iver Johnson, Springfield and the side by side revolver, which is now being overcome in the production of every succeeding pattern. Iver Johnson, Springfield and the side by side revolver, which is now being overcome in the production of every succeeding pattern.

Iver Johnson
Model No. 1
\$3.00

Iver Johnson
Model No. 2
\$4.00

Iver Johnson
Model No. 3
\$5.00

Iver Johnson
Model No. 4
\$6.00

Iver Johnson
Model No. 5
\$7.00

Iver Johnson
Model No. 6
\$8.00

Iver Johnson
Model No. 7
\$9.00

Iver Johnson
Model No. 8
\$10.00

Iver Johnson
Model No. 9
\$11.00

Iver Johnson
Model No. 10
\$12.00

Iver Johnson
Model No. 11
\$13.00

Iver Johnson
Model No. 12
\$14.00

Iver Johnson
Model No. 13
\$15.00

Iver Johnson
Model No. 14
\$16.00

intended, although as a drawing it may have had its merits.

In No. 2 the bank book occupies the entire space, and the name of the bank is prominently displayed. Santa Claus gets a better chance to be seen and appreciated, and the result is much cleaner, clearer and bolder.

The Iver Johnson Revolver advertisement here reproduced is one

which tells a good story in a good way.

One of the objections the average man has to a revolver is the thought of what it is likely to do to him instead of inflicting damage on the other fellow.

This advertisement—a newspa-

and revolver. Evidently the original idea was to confine the reading matter to the circular space below the hands, and the reading matter at the top seems to be an after-thought. Perhaps it adds strength to the argument, but it detracts from the appearance of the advertisement.



Ardent Summer Suns

Burn Delicate Skin

Riker's Violet Cerate heals, softens and soothes irritated skin, cools the hot, dry pores, and while cleansing and purifying them beautifies the skin, thus combining in one article, at one price, a skin and complexion beautifier with a skin and bust food.

RIKER'S VIOLET CERATE

contains no grease and will not cause a growth of hair. It is hungrily absorbed by the tired skin; rounds out the hollows, restores the beauty curves to face, neck and shoulders, eliminates wrinkles and crows' feet, enlarges the bust and gives a brilliant, youthful appearance even in advanced age.

Sent prepaid on receipt of

Price, 50 Cents.

Send for free booklet—"A Beauty Builder," illustrated with photos from life. It gives full directions for the use of Riker's Violet Cerate in managing the skin.

RIKER'S DRUG STORES

Sixth Avenue
& 2nd St.

Broadway
& 9th St.
New York.

This Riker's Drug Store advertisement combines a cut with excellent printing qualities for newspaper work with well-worded and convincing reading matter.

The only trouble with it is that it doesn't hold together. The ornamental border above and below the picture has a tendency to cut it off and separate it from the advertisement.

It is a hard matter to make a single column ad in a newspaper of narrow measurement hold together, but it ought to be done even if only by the thinnest of rule borders. A strong border of some



kind around the entire advertisement, text, picture and all, is the best method of holding an ad together, but where space is limited and expensive light rules take the place of borders fairly well.

By borders it is not meant the fancy type contraptions that had such a vogue a few years ago, but border designs forming a part of the entire advertisement.

The Bauer & Black ad reproduced herewith was clipped from a New York newspaper which does not permit the use of solid black illustrations; hence the stippled effect.

It is a difficult matter to get a picture that will look well in a

per ad, by the way—at once impresses one with the fact that the Iver Johnson Revolver cannot be discharged by accident.

The only objection to this advertisement is the text over the hands

newspaper which persists in this course, but this particular advertisement presented a good appearance.

Stippling detracts from its strength, but at the same time it is well balanced and fairly strong. The white space on either side of the man helped it out and assisted very materially in making this advertisement stand out quite strongly in its less effective surroundings.

There are very few newspapers left that will not permit the use of solid illustrations. Of course, if everybody is gray, no one has any particular advantage in that respect. At the same time the ordinary newspaper is gray enough anyway without making any special effort to make it grayer. It is hard to see what advantage a newspaper gains by this course.

NEVER FOOL ANYBODY ANY-TIME.

"It's the fellow with the second wind that wins the race. Many advertisers get cold feet just about the time success would begin to come their way. When we advertise we are well satisfied with returns which the average advertiser would consider a losing venture. We depend upon the ultimate results, the satisfied customer, his permanent trade and the trade of his friends to make our advertisement pay. While I experiment with the details it seems to me that this general advertising proposition sifts itself down to very simple principles. Talk United States and deliver the goods. Have something to say, say it, and then do exactly as you say you'll do. What we want above all is a satisfied customer. We want his permanent trade. To get this, we must give the right goods and the right prices. In this mail order business, you can't afford to fool any of the people any of the time. More than to anything else, I attribute our success to our guaranty."

R. W. Sears, of Sears, Roebuck & Co., in Chicago Evening Post.

ought to call it the Isle of Advertising Man.

The Isle of Man Government Board of Advertising have issued their report for last year. They announce that last season 300,357 persons visited the island, an increase of 13,980 on the previous season. Since 1894, when the Board was first formed, visitors have increased from 269,973. The best results have been gained by advertising in daily and weekly newspapers. The inquiries received last year numbered 19,059, of which 5,618 were at the London office, while the balance was at the Douglas office. The Board urge upon the legislature the advisability of increasing the present grant of £150, believing that if the amount was increased the island would benefit.—*Advertising World, London.*

THE WORLD'S OUTPUT OF PERIODICALS.

It seems safe to say that books number about two-thirds and newspapers about one-third of the entire literary production of the world. As far back as 1882 a calculation was made of the percentage of periodicals according to the languages in which they appeared, as follows:

	Per cent.
English	48
German	23
French	11
Spanish	6
Italian	3
Other languages	10

Professor Otlet made his estimate of the average periodicals to a million inhabitants in 1898 as follows:

1 United States	510
2 Switzerland	320
3 Belgium	253
4 Holland	184
5 Germany	161
6 France	156
7 Great Britain	113
8 Austria	98
9 Chile	88
10 Italy	78
11 Russia	77
12 India	33
13 Japan	17
14 Egypt	11

Germany leads the world in book production, and the United States leads in the production of periodical literature. Germany is the land of thinkers, the United States the land of readers. The vast distances of our country and the constant travel that has built up the far-reaching interests of our commerce have led to the American habit of newspaper and magazine reading. Everybody reads every minute, and everybody reads his own paper that embodies his special views of politics or religion, or deals with the subject from which he procures his means of support. Everything is wanted as soon as it is known, and the most valuable contributions to knowledge on all subjects generally appear first in the periodical literature that has been conceded by many publishers to be far more profitable than books.—*A. Growell, in Independent.*

NOTES.

"ADVERTISING WHIST," a booklet from A. T. Bond, a Boston advertisement constructor, is neither clear, clever nor likely to convince a sane business man that it is good advertising.

"TESTIMONIALS that Ring True" is one of George H. Powell's incisive folders, giving letters from students in his ad school, New York, that have put his teachings to practical account.

A WELL-MADE folder from Thos. B. Jeffery & Co., Kenosha, Wis., gives advance information about the Rambler automobiles for 1904. Vehicles for pleasure and business purposes are shown.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Here's another of those ads with the headline in the middle. It's a very good ad—seems to state the whole case in a few words but the headline is weak. "One-eighteenth of a gallon an hour" would apply to a great many different things; for all the housewife knows it might represent the fuel consumption of a gasoline engine, and she might pass it without a second thought. "A Cool Kitchen" would mean something to her, especially if she had just emerged from a hot kitchen for a breath of cool air and a few minutes with the daily paper. "One-eighteenth of a gallon an hour" probably would fail to provoke even a languid interest, while "A Cool Kitchen" or even "Baking heat in just four minutes," would suggest the relief that she, at that very minute, was seeking and lead her to read the balance of the ad.

One-Eighteenth of a Gallon an Hour

No smoke, no smell, no danger, are the recommendations of Standard Oil Co.'s new cooking stove this season. Baking heat in just four minutes and so simple that a child can operate it. Brass oil tank, brass burner, brazed joints make leakage impossible.

Think of the cool kitchen during the hot summer months; think of the small cost of cooking—one hour at breakfast, two hours at dinner, one hour at supper, make less than a quarter of a gallon a day and car lots make the family size at

\$6.00

TITUS & BUCKLEY CO.,
Lynn, Mass.

The headline is half the battle; it is the first thing that strikes the eye, and on it, more than on any

other one thing depends the impulse to read or not to read. It can't be too direct, or too forcible so long as it is truthful. Write down, at the start, the headline on which you want to hang your talk, but read the ad carefully before you hand it to the printer, to make sure that the real headline—the one that will express the right thought in the fewest words—is not buried somewhere in the middle of your argument.

This one from "Rothschild's Corner," Kansas City, stuck out and hit me in the eye as I carelessly turned the pages of the paper. It says a little, in a generalizing way, but it sort of photographs itself on one's memory for that very reason and because of its odd appearance.

EASY
Enough to
get the wrong
kind of Under-
wear.
Easy enough to
get the right
kind too—If
you come to
"Rothschild's
Corner"
ON MAIN AT 107

It isn't as good as definite talk about goods and prices, but it is a good thing to do occasionally and is easier than it looks. All you have to do is to letter your wording two or three times as large as

it is to appear in the paper, on a piece of good stiff cardboard, and send it to some engraver with instructions to make a plate for newspaper use, $2\frac{3}{4}$ or $4\frac{1}{2}$ inches wide, or whatever the dimensions of your space may be. It'll cost you about seven cents a square inch for the finished plate. Such an ad as this—which in the original was four inches single column, or what the engravers call a "minimum"—would cost about seventy-five cents, which is the minimum charge for a zinc plate. See that your copy is of the same proportions as your space, or, in other words, if it's for a single column space, make your copy two columns wide and just twice the depth that your ad is to be. You can do very well with an ordinary stencil such as you use for marking boxes for shipment, or it doesn't matter if the lettering is crudely done, so long as it is easy to read.

A Strong Appeal to the Woman Who Has to Count Her Pennies but Wants to Look as Well as Her More Fortunate Neighbors.

Cotton Voiles That Look Like Woolens

Some are only printed, some dyed, but the little figures and plain colors are an almost perfect imitation of the melange woolen voiles that sell for \$1 and \$1.50.

They can do something the finer voiles cannot, too—*laundry like a handkerchief!*

Blue, brown, black and green, shot with white or color, for 12½c. a yard.

Champagne colored grounds with splashes of harmonizing color for 16c. a yard.

All sorts of plain colors for 12½c., 18c. and 25c. a yard.

And for 25c. a yard new bordered voiles—cream ground printed with soft colored cross-stitch designs—rice voiles with little grains coming to the surface here and there; and blue, black and brown grounds printed with white.

JOHN WANAMAKER,
Philadelphia.

This is good Because it Goes into Details—Tells Everything but the Material from Which the Refrigerator is Made.

Iceberg Refrigerators

This popular make, which we have now sold for eight years, during which time we have placed 1,500 in Peoria homes, is the best refrigerator at a medium price we can find. The new 1904 styles are ready—20 in. all, and ready for your inspection.

By the simple force of gravity, the cold air that falls to the lowest point of the Refrigerator, entering the provision compartment displaces the lighter air, forcing it up through their ducts into top of ice chamber. When coming in contact with the ice and zinc under it, all the moisture and impurities are condensed, passing off through the drip pipe. This dry, pure air then passes into the provision chamber, again forcing the air up into the ice chamber to be again relieved of its impurities by coming in contact with the ice, thence down into the provision chamber, thereby keeping up a positive circulation of Pure, Cold, Dry Air, the three necessary conditions for the preservation of any perishable articles.

A word about dimensions and price:

No. 00, Length 25 in.,
Depth 16 in., Height 39 in., Ice Capacity 50 lbs., Price \$8.

No. 16, Length 26 in.,
Depth 18 in., Height 42 in., Ice Capacity 75 lbs., Price \$9.75.

No. 17, Length 31 in.,
Depth 21 in., Height 44 in., Ice Capacity 90 lbs., Price \$11.50.

The following kinds are fitted with porcelain-lined water cooler:

No. 17, Length 31 in.,
Depth 21 in., Height 46 in., Ice Capacity 80 lbs., Price \$12.

No. 16, Length 26 in.,
Depth 18 in., Height 42 in., Ice Capacity 65 lbs., Price \$10.

There are 20 kinds in all—the above list merely hints.

SCHIPPER & BLOCK,
Furniture & Carpet Co.,
Peoria, Ill.

All Right.

How Do I Keep My Houses Rented?

That's not difficult. Of course it would be if I tried to rent them myself, but I don't. I turn all my rental property over to Tennessee Trust Company. They not only keep it rented, but collect the rents on time, look after the repairs and see that my houses bring me the full revenue their value commands.

TENN. TRUST CO.,
Real Estate Dept.
Chas. E. Speer, Mgr.
Memphis, Tenn.

How to Sell Half-a-dozen Pairs Instead of Two or Three—Put Them Up in Boxes.

A Box Sale of Men's Half Hose

Plenty of cool, comfortable socks are an absolute necessity this hot weather, and this Box Sale will afford you an excellent opportunity to lay in a supply at a very small price. These excellent socks are made of fine combed Egyptian Cotton, in black or tan; fast colors; extra spliced heel and toe; correctly shaped and so perfect fitting, on sale today for the one day only—half dozen pair in a box, for 59c. At this special price the socks will only be sold in half-dozen lots. Men's Furnishing Section, just a step inside the Main Street door.

GEORGE B. PECK,
Dry Goods Co.,
Kansas City, Mo.

An Appeal That's Well Calculated to Bring the Man of the House to Time.

If you will tell the men of your household to come here and see what we can do for them in clothing they will thank you for it afterwards.

Hard for us to reach the men through the newspapers—they're so heedless.

Doing a remarkable clothing business on merit—style and quality—then prices. Hats also.

BOGGS & BUHL,
Allegheny, Pa.

There's Nothing New About Combination Lens Glasses, but They Are Rarely Advertised in This Informative Way.

Two Pairs of Glasses In One.

My combination lenses for those who need one pair of glasses for reading and another pair for seeing at a distance have never been excelled for comfort and convenience.

They enable you to raise your eyes and see perfectly at a distance. Drop your eyes for reading, writing or sewing, and without the slightest blur or annoying lines, the smallest details stand out clear and true.

The double lenses are almost invisible—a remarkable perfection of modern optical science.

The annoyance they save in one week's wearing more than pays the cost.

Properly fitted glasses relieve eye strain and often prevent serious nerve exhaustion; our examinations are thorough and correct even to the smallest details. We are exclusive opticians, and have the best equipped optical parlors in the State. If you want the best eye examination to be secured come to us. Examinations free.

S. L. MCKEE,
Leading Optician,
Opera House Bldg.
816 Market St.,
New Castle, Del.

It's a Good Scheme for a Bakery to Make a Special Drive on Some Appealing Thing Now and Then.

One Thousand Dozen Coconut or Plain

Muffins

Thursdays only 5c. per dozen. Not one dozen less than a thousand, but more if the people want them. This ad appeared two weeks ago and was a big success. The people crowded our stores all day long, taking advantage of this half price sale. We repeat this by request, and are prepared for our biggest day in the Bakery Business. We don't cut the size or quality to make the price; it's the same kind that we make every day in the year at 10c. per dozen.

A. BUTTON & SON,
Louisville, Ky.

Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handled in one week in advance.

ALABAMA.

A & F. ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1898. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$2 year.

BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste. Write for booklets.

DISTRICT OF COLUMBIA.

35 FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. L. F. DARRIEL, ADVERTISING AGENCY, Star Bldg., Wash., D. C.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places adv'g; newspapers, mags.

MICHIGAN.

THE SHAW-TORREY CO., LTD., 719-721 Michigan Trust Building, Grand Rapids, Michigan—Magazine and newspaper advertising. Fine equipment and art department.

NEW JERSEY.

MAIL order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

NEW YORK.

O'GORMAN AGENCY, 230 Broadway, N. Y. Medical journal advertising exclusively.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

GEO. P. ROWELL & CO., 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

NORTH AMERICAN ADVERTISING COMPANY, 140 William Street, New York, the only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested.

HICKS' ADVERTISING AGENCY, 123 Nassau St., New York, established 1880, solicits correspondence from manufacturers and traders who wish to create a greater demand for their goods by means of newspaper and magazine advertising.

OHIO.

CLARENCE E. RONEY, Roney Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

MORRIS & WALKER, Provident Building, Phila. High-class writing and designing.

THE H. L. INELAND ADVERTISING AGENCY, (Established 1890), 925 Chestnut Street, Philadelphia.

FOLEY & HORNBERGER, Advertising Agents, 1306 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas. We can get the best results for an appropriation in Canada. Correspondence solicited. **DESBARATS ADV. AGENCY, Ltd., Montreal.**

ENGLAND.

COME OVER TO ENGLAND—The Spottiswoode Advertising Agency wish to communicate with manufacturers who are ready to consider a plan for placing branded goods on the English market. The plan is unique and will take effect next September, and is of such a nature that it is bound to attract the attention of the British public. Address **THE SPOTTISWOODE ADVERTISING AGENCY, 2-4 New Street Square, E. C.**

